

MAY, 1957

sbs

SOUTHERN BUILDING SUPPLIES

*Serving dealers
and wholesalers*



in the South-Southwest

12,560 Copies This Issue

OUR BILL OF GOODS

*Builders Super Mart
Suits Virginia Town*

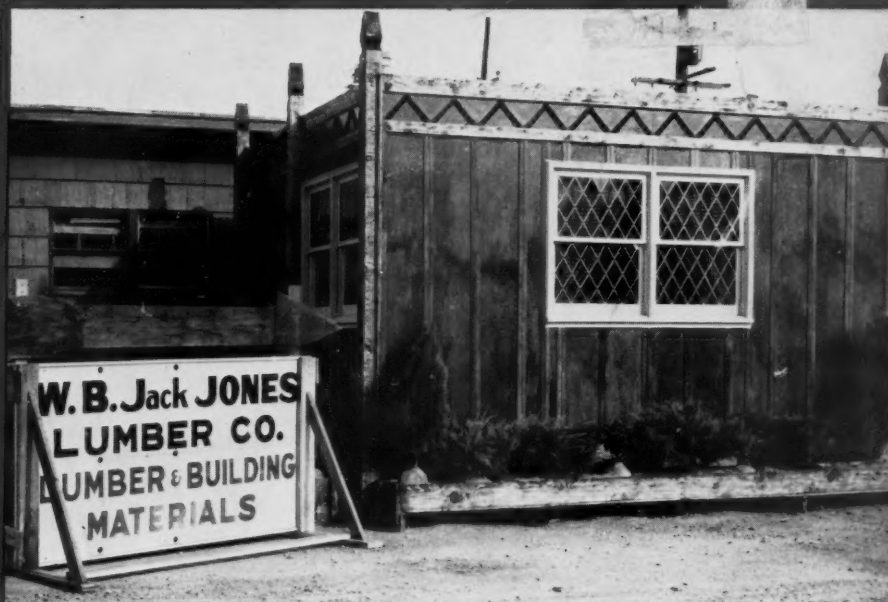
*Homebuilding Strong
But OHI Market Best*

*What Dixie Dealers Do
About Bldg. Services*

Selling More Lumber

*Convention Reports
From Texas, Arkansas*

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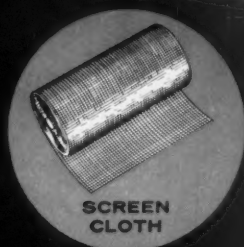
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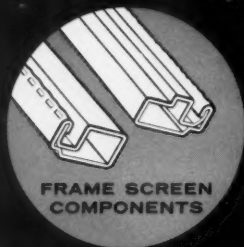
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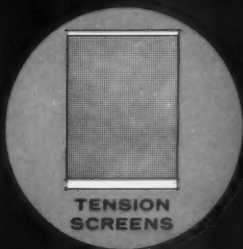
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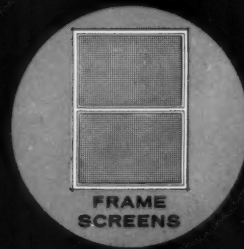
**JALOUSIE
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**TENSION
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**AWNING
WINDOWS**



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From warehouses in Charlotte, Savannah, Shreveport, and Plymouth, Indiana, the Dodge Wire Corporation can now guarantee you swift deliveries on aluminum screen and window products that have set new standards for quality and value throughout the South. Your order or inquiry will bring immediate service.

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ADVERTISED IN

LIFE

NOW ZONOLITE® adds to your **SUMMER BUSINESS!**

Dynamic Summer Insulation Campaign Opens Up With
Big-Space Advertising In LIFE Magazine!



To make your cash register ring out a song of extra profits, plan now to tie-in with Zonolite's summer-long campaign. Starts with advertising in LIFE magazine June 24th. Tie-in by using these sales aids—each a proved sales stimulator, now better than ever with LIFE advertising! Mail the coupon now—use these sales aids and LIFE tie-in material!

NEW LIFE FOR SUMMER SALES... MAIL COUPON!

Send Today for FREE Information on ZONOLITE'S Profit-Building Sales Aids

These powerful sales stimulators have helped hundreds of Zonolite Dealers put on more aggressive promotions. It's surprising how they attract customers and develop increased business and profit. Remember, too, that Zonolite helps you by staging movie meetings and insulation clinics for builders and architects in your area—with plaster-machine demonstrations—with plans for interior stack displays, truckload sales, and effective window "stop-pers." Build bigger sales—use these sales aids!

ZONOLITE COMPANY

135 South LaSalle Street, Chicago 3, Illinois

ZONOLITE COMPANY, Dept. SBS-57, 135 S. LaSalle St., Chicago 3, Ill.

Yes! I want to put LIFE into my summer business! Send me data on the tie-in sales aids I have checked.

- | | | |
|---|---|---|
| <input type="checkbox"/> Dealer Mats | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Insulation Clinics |
| <input type="checkbox"/> Radio Transcriptions | <input type="checkbox"/> Movie Meetings | <input type="checkbox"/> Plaster Machine Demonstrations |
| <input type="checkbox"/> TV spots | <input type="checkbox"/> Product Literature | <input type="checkbox"/> Truckload Sales |
| <input type="checkbox"/> Outdoor Advertising | <input type="checkbox"/> Home Shows | <input type="checkbox"/> Interior Stack Displays |
| <input type="checkbox"/> Window Trimming | <input type="checkbox"/> Movie Screen Advertising | <input type="checkbox"/> LIFE Tie-in Material |
| <input type="checkbox"/> Signs & Displays | | |

Name.....

Company.....

Address.....

City..... Zone..... State.....

Simple Arithmetic

... a way to Greater Dealer Profits

KEY TO PROFITS—Lumber dealers know profits result from mark-up *times* turnover. Now, you can multiply your turnover . . . and increase profits . . . by drawing on the big wholesale stocks of quality lumber and other basic building materials at the new Weyerhaeuser Louisville Distributing Yard.

SAVINGS—In addition, you can profit from smaller investment, lower operating costs, better-timed deliveries, and simplified ordering of dealer needs.

ONE-STOP—You can cut expenses by truck pick-up of many basic building materials at one stop. Here are broad, diversified stocks of Weyerhaeuser 4-Square *kiln-dried* lumber. Exterior, interior and decorative plywoods. Here, too, are ready supplies of both Andersen Windowalls and

Rimco millwork. Balsam-Wool sealed insulation. Nu-Wood insulation board products. Kolorite factory-coated shakes and shingles.

WELL-KNOWN BRAND—Here is the best-known lumber in America . . . Weyerhaeuser 4-Square kiln-dried. The diversified lumber stocks include both uppers and commons in many west coast and inland species . . . Long lengths and small timbers as well . . . Ready supplies of Marine, Exterior and Interior Fir Plywood, Pine Plywood, and both knotty cedar and knotty pine decorative plywood panels.

FIRST CHOICE—This new Weyerhaeuser Louisville Distributing Yard is your supply depot of *first choice* building materials for fast turnover and dealer profits.

WEYERHAEUSER SALES COMPANY

CROSSROADS LOCATION . . .

1360 Durrett Lane,
at Watterson Expressway,
5 blocks east of
Preston Highway
(Kentucky Turnpike)

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First Choice

BUILDING MATERIALS..

WEYERHAEUSER*

4-SQUARE

Lumber and Building Products

Andersen Windowalls*



Complete Wood Window Units

Nu-Wood*

Insulation Board Products

Balsam-Wool*

Sealed Insulation



KOLORITE*

Factory-Coated Shakes and Shingles

*T. M. Reg.

sbs

SOUTHERN BUILDING SUPPLIES

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Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: H. Gray Eckles, St. Petersburg, Fla.

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Kentucky Retail Lumber Dealers Association — Knot Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: T. W. Yunt, Louisville, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Robert L. Hamilton, Baton Rouge, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole.

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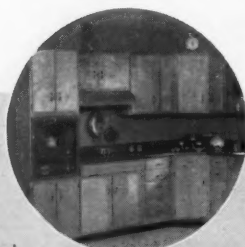
West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Harold Eddy, Clarksburg, W. Va.

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Volume 12

No. 5

NOW turn HARD SELL into HARD CASH



Now you can join hundreds of dealers who get extra profits while meeting keen competition! With Dixie-Maid kitchen cabinets you talk price and quality at the same time! Deft designing for lifetime beauty... complete flexibility, top construction and low price close sales fast! You capture more bid business, too. Hard-hitting consumer ads supply extra sales leads.

Check These Big Extra-Quality Features

- NATURAL HONEYTONE BIRCH OR DECORATOR PASTEL FINISHES
- 100% APPALACHIAN HARDWOOD FRAMES FOR SUPER STRENGTH
- PLASTIC WORKTOPS PRESSURE-LAMINATED ON 3/4" FIR PLYWOOD
- BURNISHED COPPER OR CHROME-PLATED HARDWARE
- MORTISE AND TENON JOINTS WITH LOCKING GLUE-BLOCKS

*****MAIL COUPON TODAY FOR COMPLETE DETAILS*****

Please send me the "Profit Story" on Dixie-Maid Kitchen Cabinets. Dept. SBS.

Name.....

Address.....

City and State.....

Dixie
DIXIE CABINET
MORRISTOWN



Maid
COMPANY INC.
TENNESSEE

'BETTER WAY' Shared by Dealers

Emptied Envelopes Say 'Thank You'

"Thank you! We appreciate your patronage." This pleasant phrase seen through an envelope's cellophane address window is one more token of good-will — another way of adding to good customer relations.

Printed on the inside back of the self-mailer envelope, this thank you is visible when the enclosure is removed. Dealers who send bills in this type envelope might consider this way of saying "come back to see us."

Display Sells Sliding-Door Idea



One small display in the North Side Lumber Co., Inc., in Birmingham, Ala., sells sliding door hardware and the sliding door itself.

The hardware is stored behind the miniature sliding doors which quickly and effectively demonstrate to a customer exactly how the doors slide and how they eliminate dead space.

A poster atop the display urges customers to "Eliminate Dead Space by Using Sliding Doors. This sign was made by one of North Side's salesmen with a D-I-Y printing set.

★ ★ ★

What's your 'Better Way'? Share it with S-B-S readers via this department! Describe it in a letter and include drawing or picture, if available and helpful in presenting your 'Better Way.' If accepted for publication, S-B-S will reward you with \$7.00!

WHEN THE SUN SHINES WE REALLY WHEEL and DEAL

ON ANY PRETTY DAY YOU WILL SEE OUR TRUCKS CARRYING OUT OUR HIGH QUALITY MATERIALS IN ALL DIRECTIONS...

WHEN WE SAY **HIGH QUALITY** WE REALLY MEAN IT

We have just received four big truck loads Big Mill Pine.

Two From Bradley Lumber Co.
Two From Fordyce Lumber Co.

Also Another Car Load of **DIERN'S POST AND POLES**

"They Last For 30 Years"

More and More Folks Are Depending On Us For All of Their Building Material Needs.

We carry in stock at all times one of the largest and most varied stocks of materials in Eastern Arkansas...

A complete stock of Siding Panels... Super Kern Tans... Kwik-Glue... Medicine Cabinets... Cabinet Hardware... Floor Tile... Wall Tile... Formica... Wall Paneling... Mosaic... Sheet Rock... Mason Board... Concrete Foundation Blocks... Concrete Building Blocks... Sewer Tile... Plumbing Fixtures and Supplies... Light Fixtures... Peg Board and Fixtures... Screen wire in Galvanized, Aluminum and Bronze... All sizes Window Glass... Flush Doors... Front Doors... All Types of Locks... Bells and Hubs... Electric Saws... Rental Floor Sander... Metal and Wood Mouldings... Etc.

GUS REICHARDT LUMBER COMPANY
507 Missouri St. • Helena
Gus Reichardt Art Nordmark

Auto-Dealer Style Ad Gets Attention

Taking a hard-sell advertising technique widely used by automobile dealers, the Gus Reichardt Lumber Co. ran a customer-catching ad loaded with "sell" — plus prestige.

Filling two columns of space, a page deep, the ad stands out immediately because of its unusual shape and because of its fresh approach.

Not one price is mentioned. But the quality and variety of materials and the dependable service offered by this Helena, Ark., dealer hits the prospective customer almost at a glance.

"On any pretty day," the ad boasts, "you will see our trucks carrying out our high-quality materials in all directions." The ad lists mill sources of graded and treated lumber.

In addition, the long thin ad costs no more than a short fat one, usually buried at the bottom of a page.

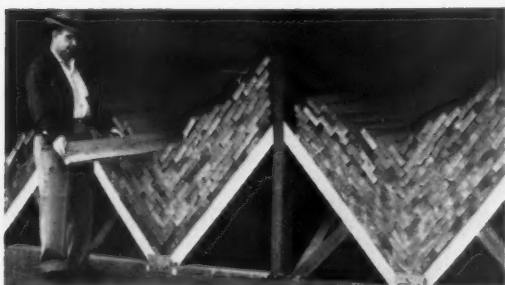
V-Stacked Lumber Does Not Warp

By V-stacking 2x4's, 2x6's, and 2x8's, the Wiener Lumber Co. in Dallas, Tex., eliminates at least 50 per cent of the "crooks" or warping in these sizes.

Samson Wiener, president and manager, highly recommends V-stacking to any yard with room to spare. "There is not so much 'crooking' in 2x10 and 2x12," he says. "But this system of stacking is especially recommended for 2x4.

V-stacking actually reduces from 20 to about 5 per cent, the number of 'crooks' in a load of 2x4."

Wiener said he picked up this idea from a trade magazine. It was pictured in the October, 1951, issue of S-B-S.



SOUTHERN'S DROP-IN SASH UNIT

... Saves YOU one-half on labor cost—

just use the complete one-piece balance with Built-In Weatherstrip

One-piece Construction

Jamb Balance No. 600 Completely Factory Assembled

- Ease of Installation
- Floating Sash Hanger Eliminates Nailing
- Silent Operation—Springs are Flocked to Sound Proof
- Comes to you balanced No additional adjustment required in normal installation
- No service or attention needed
- Corrosion resistant aluminum
- Always silent, easy to operate

Important

Flange Features

Full Weather Protection
Sash never binds or sticks
Self-adjusting
Easy to lock
Fits all standard sash
Looks new, looks neat

Full Jamb Coverage

JAMB BALANCE NO. 600 gives full jamb coverage and is mitered on 14 degree sill pitch. The flexible base provides a continuous air seal that adjusts automatically to conform with sash contraction or expansion. Cushion flanges provide tension adjustment.

Floating Sash Hanger

SOUTHERN METAL PRODUCTS CORP.

921 Rayner • Phone BR 5-9147 or BR 5-1898 • Memphis, Tenn



Better than



In batts...

Remember, nothing

a cool dip, Suk!

TENSULATE mineral wool insulation will keep your customers "on ice" all summer long

You may still consider insulation the way to ward off winter's chill.

But for the South, there's a new story!

Do you realize that we now spend more to keep *cool* than we do for heat ... that insulation not only reduces the operating cost of air conditioning, but can even reduce the size of the unit required? Even without air conditioning, insulated homes are substantially cooler inside all summer long.

Yes, insulation makes good money sense anytime. And Tensulate mineral wool insulation makes good profit sense for you *now*!

The finest quality available... the fastest delivery. They're yours with Tensulate spun mineral wool, in granulated; full-thick, semi-thick or nominal batts... fully paper enclosed or aluminum foil reflective. Attractively packaged in strong tubes or bags for economical storage and handling.



or granulated form

beats Tennessee's delivery in Dixie!

MAIL COUPON TODAY!

TENNESSEE PRODUCTS & CHEMICAL CORP.
Nashville 3, Tennessee

Please send complete information on

☐ Tensulate spun mineral wool ☐ Tensulate Perlite
☐ Have your representative contact us

Name

Title

Company

Address

City State



TENNESSEE
PRODUCTS & CHEMICAL

Corporation

NASHVILLE TENNESSEE

A DIVISION OF THE CHEMICAL, PAINT AND
METALLURGICAL DEPARTMENT OF
MERRITT-CHAPMAN AND SCOTT CORPORATION

RANDOM LENGTHS

Comment on Industry News and Trends

SPRING IS HERE with the promise of gradually more plentiful mortgage money from insurance companies, savings banks, and other sources. This is likely because the demands for industrial expansion and inventory capital are lessening, and consumer credit generally is being controlled more firmly at higher costs.

Mortgage takers — like dealers and builders — are feeling the reduced demand for new homes, too, as household formations approach a new low and families don't have the multiple incomes and the over-time pay that has been fairly prevalent until recent months.

Money is even more available, at customary FHA and competitive rates, for the home expansions and improvements that so many home-owners need. Awakening of their desires, assurance of installment credit, and good materials and service will bring more of them into any dealer's store, for a more-than-average profit transaction.

If you can't find the money you need to handle orders for new dwellings or home improvements, contact your nearest FHA office, state or regional dealer association, or write to S-B-S.

THE NEWS on the opposite page concerning the downtrend in housing starts, as well as the higher cost for building money, is clearly interpreted by Don A. Campbell, astute executive of the Kentucky Retail Lumber Dealers Association, in a message to dealers.

Explains Campbell: "Housing starts are off on a national basis . . . so what? We refer again to the insistent demand of some builders that just because we built a certain number of houses last year that, come hell or high water, we must break the record each succeeding year, encouraging people to buy homes whether they can pay for them.

"But today cheap money is not available in the market. Customers are not falling over each other to buy whatever is built in whatever places the builder chooses. Homebuilding has reached a plateau. It has been reached by the normal processes of supply and demand. It will move upward again by following this same process without artificial stimuli.

"Government intervention is not the answer. We can not expect money rates on housing to be cheapened without injuring housing in particular and the rest of the economy in general. We can not forget the supply-and-demand equation. We can not overlook the inevitable inflation that would follow. . . .

"The housing industry should come to its senses. Our sights should be set on the demand for our product, not on how *we can force it on*

the people. We should cease demanding preferential treatment for our industry. *We must grow up.* We must plan so that there will be a country here when our grandchildren come of age."

▼ ▼ ▼
CONSIDERING THE COST, one of the best investments a dealer can make in the interest of more profits and "peace of mind" is to join his state or regional association of lumber and building material dealers. Through their affiliation with the National Retail Lumber Dealers Association, these local organizations obtain information and services and management aids for dealers that are worth many times more than the annual dues, not to mention the platinum-value local services rendered by most associations.

As an example, NRLDA has just published and provided to affiliated associations, for distribution to individual dealer members, another comprehensive chapter of the extensive *Dealer Operating Guide*. This chapter is on "Accounting."

It stresses the need for practically uniform accounting systems so dealers can make meaningful comparisons with the cost and profit experiences of other dealers, particularly through the "Cost of Doing Business" surveys that several state and regional groups conduct each year.

Cooperation and consultation come at bargain prices for the dealer who is sociable enough to take advantage of the many services and opportunities provided through association membership.

▼ ▼ ▼
RECENT GOVERNMENT REPORTS reveal that this nation now has more so-called "white collar" workers than any other type. What with the myriad colors worn by men and women alike these days, we hardly see how this count or conclusion was "scientifically reached."

But as an unquestionable "white collar" worker, we do believe that the conscientious and far-seeing employer will find much "food for thought" and employee leadership in a new study published by the National Association of Manufacturers.

It contains the recommendations and results obtained by a special NAM committee, appointed 18 months ago and headed by Armstrong Cork's Clifford Hawker. It covers status and recognition, compensation, communication, and supervision of salaried employees.

A copy of this 68-page "practical manual for building better relations with all categories of white-collar people" costs only 50 cents. Write to Industrial Relations Division, National Assn. of Manufacturers, Dept. SBS, 2 East 48th Street, New York, N. Y.

SUPPLY and DEMAND

Heavy Construction Soars; Housing Slows

Totaling \$3,077,977,000, contracts for future construction soared to a new high during March — up some 11% from a year before, nationally, according to F. W. Dodge reports. Boosting the total were contracts let for two office buildings in New York, a water-supply project in California, and a pipeline development in Texas.

Residential contracts, however, were off 7% in March for the second month a-running — and down 5% for the first quarter. Residential units were down 13% in the Dodge report.

The Bureau of Labor Statistics estimated 83,000 non-farm housing starts in March, compared with 98,600 a year before. This rate was at a seasonally-adjusted annual total of 880,000. It compared with the final total BLS estimate of 1,118,100 housing starts in 1957.

The Veterans Administration score sheet for March showed housing

starts down to 11,449 from 20,590 a year before; appraisal requests on proposed units down to 19,508 from 37,511; and applications for VA loan guaranty down from 39,642 to 24,894.

The annual spring survey of consumer spending and finance plans by the Federal Reserve System, via the University of Michigan, reveals that 8.4% of families plan to buy a house this year, compared with 9.4% last year. However, 24.0% plan to make major home improvements and repairs, against 22.2% a year ago. The median planned expenditure for such improvements is \$460, up from last year's \$370.

The U. S. Department of Commerce report of retail trade shows that sales by lumber and building material dealers were down 14% in February from February '56, and down 12% for the two-month period. The NRLDA survey showed retail lumber sales down 7.4% in February from a year before. Retail lumber stocks were reported down 5.3% for the same period.

The USDC wholesale trade report

showed sales by lumber and construction material distributors down 15% in February from a year before. The two-month drop was 12%.

SPA Members Urged to Mechanize, Utilize

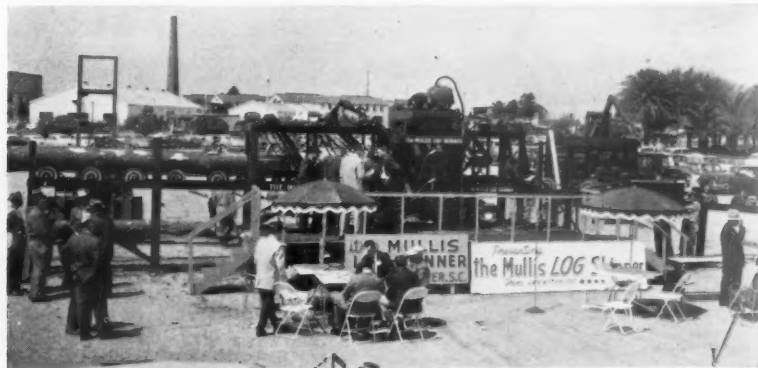
Mechanization, utilization, and conservation were key words in messages delivered at the 42nd annual convention of the Southern Pine Assn. in New Orleans last month by such top-flight leaders as Walter M. Leuthold, Harry Balcom, Latane Temple III, and Norman P. Mason.

Mason, commissioner of the Federal Housing Administration, Washington, D. C., declared that "FHA believes strongly in your association's campaign for grade-marked lumber. In areas where grade-marked lumber is a part of our FHA minimum property requirements, the lumber market is growing."

In a panel discussion on "Better Utilization Also Applies to Selling," Temple said that "the whole history of our industry has been a fight for standards." He explained that the lumber retailer is the industry's logical choice to interpret SPA standards to builders and the general public. Temple is an official of the Southern Pine Lumber Co. in Diboll, Tex.

Retailer Balcom, manager of the Boling Lumber and Supply Co. in Bossier City, La., urged the pine producers to "get into dealer lumber educational programs more often."

Leuthold of Deer Park, Wash., and president of the National Lumber Manufacturers Assn., detailed the opportunities to advance Southern pine through reforestation, conservation, and better utilization."



New officers of the Southern Pine Assn. are shown at right. Seated are M. L. Fleishel of Jacksonville, Fla., veteran treasurer; Q. T. Hardtner Jr. of Urania, La., president; and Leon Clancy of Decatur, Ala., retiring prexy and new board chairman. Standing are Secretary-Manager S. P. Deas, Second Vice-President W. R. Warner of Warren, Ark., and First Vice-President M. W. Smith Jr. of Jackson, Ala.

SPA members were inspired and educated to further mechanization of their mills at the huge machinery exposition held at Pontchartrain Beach, April 5-9. The top picture shows the popular demonstration of the Mullis log skinner (debarker).



SALES IMPACT!

FOR SUMMER SALES
DRIVE



CASH IN ON
Shakertown®
STAIN

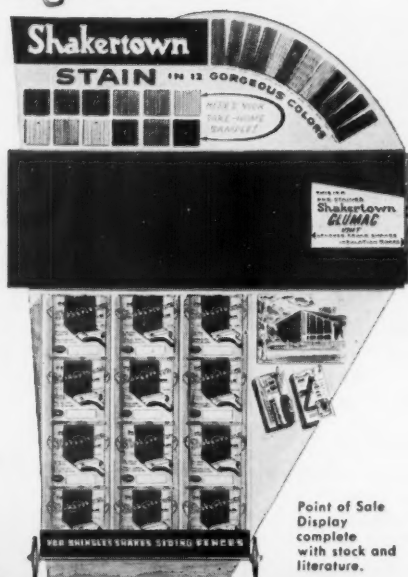
Right today 55 per cent of the shake homes in your area are potential customers for at least a 5-gallon stain order! Sell it for walls, fences, patios, roofs...or most any wood surface. Hard-selling national advertising in leading consumer and builder publications will sell superior Shakertown Stain to your customers. This big drive is for you... order now for big sales and profits.

Ask for the beautiful new mobile Shakertown Stain self dispensing display rack. It sells more stain.

Write for details

Shakertown®
FIRST NAME IN SHINGLE STAIN

THE PERMA PRODUCTS COMPANY
20310 Kinsman Road • Cleveland 22, Ohio



the BIG NAMES the TOP BRANDS

Here's a few you'll find at



MARSH MOULDINGS



Also
Philippine and Genuine Mahogany
Domestic Hardwoods
West Coast Woods
Hardwood and Softwood Plywood
Paneling, Mouldings and Trim
Oak and Maple Flooring
Cedar Closet Lining



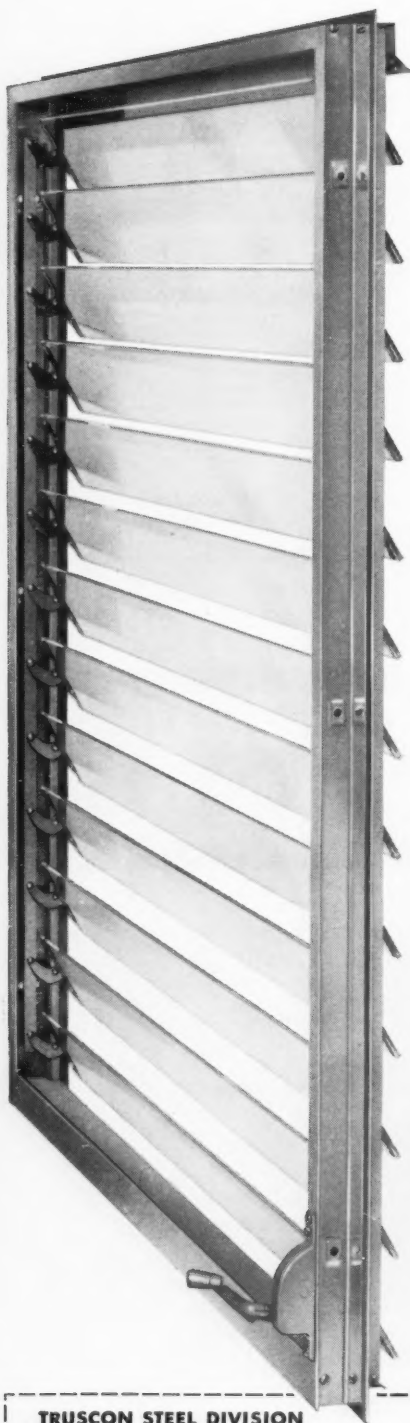
ATLANTA OAK FLOORING CO.
General Offices and Plant • ATLANTA, GEORGIA

BRANCHES: CHARLOTTE, N. C. • RALEIGH, N. C. • CHATTANOOGA, TENN. • JACKSONVILLE, FLA. • MIAMI, FLA. • ORLANDO, FLA. • TAMPA, FLA.

SOUTHERN BUILDING SUPPLIES for MAY, 1957

For more details on above items, use Coupon on Page 86

11



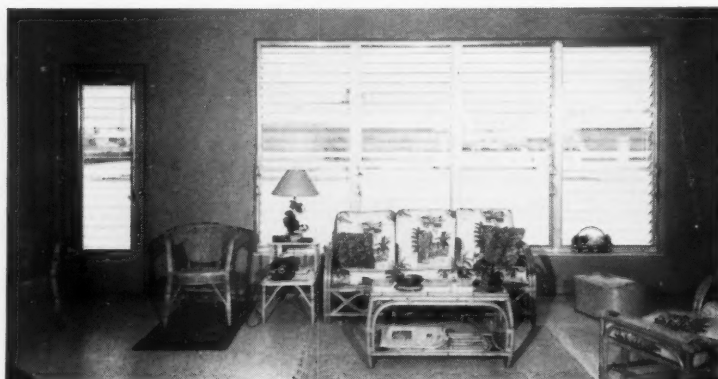
NOW ... JALOUSIES

**built and backed
by TRUSCON**

Truscon®—the big name in metal windows—now is putting its famous brand on a complete line of aluminum jalousie windows and doors. New Truscon Jalousies are highest quality extruded aluminum alloy construction, weather-stripped with stainless steel and vinyl plastic for quick sales in all climates. Truscon also is offering a new aluminum awning window.

These new products give dealers everywhere the opportunity to tie up with the proven leader in the metal window field. To participate in the Truscon Dealer Co-operative Advertising Program. To take advantage of Truscon's nation-wide warehouse service. To share in the benefits of Truscon's national window advertising in leading consumer magazines. To add the sales power of the Truscon and Republic Steel names.

Investigate this opportunity. Send coupon today.



**TRUSCON STEEL DIVISION
REPUBLIC STEEL**
Dept. C-2434,
1050 Albert St., Youngstown 1, Ohio

Please send information on Truscon

☐ Jalousies ☐ Awning Windows ☐ Both

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



**TRUSCON STEEL DIVISION
REPUBLIC STEEL**

Youngstown 1, Ohio



A NAME YOU CAN BUILD ON

TOP NEWS

For Dealers, Wholesalers and Manufacturers



CALCASIEU LUMBER CO. WINS NATIONAL CONTESTS

The Calcasieu Lumber Co. of Austin, Tex., was the grand prize winner in the nation-wide 1956 Home Improvement Contest sponsored by *Better Homes and Gardens* magazine. President W. S. Drake Jr. received a check for \$610.

Shown above, left to right, are Advertising Manager Earl Young, President Bill Drake, and Raymond Dear, general sales manager of Calcasieu Lumber, reading a congratulatory telegram from *Better Homes and Gardens*.

The contest was open to dealers throughout the United States in more than 12 classifications. Calcasieu entered in the Building Materials classification. This contest is a direct tie-in with the *Better Homes and Gardens* \$25,000 Home Improvement Contest for home-owners. Prizes were awarded to dealers for the best advertising promotion of the magazine's home-owner contest, and for the most effective work in behalf of home improvements for 1956. One classification winner was selected from each of the categories entering the contest, and four dealer finalists were chosen from these classification winners. Of the four finalists, Calcasieu was judged the grand prize winner.

Calcasieu's entry in the contest was a folder containing pictures of window and store displays, repro-

ductions of newspaper advertisements, copies of radio and television scripts, and two case histories of home improvement projects constructed by the store. These case histories included "before" and "after" pictures of the improved properties and cost figures.

This is the second national contest for advertising and promotion to be won by Calcasieu this year. Drake was notified on March 20 that his firm had been awarded the Certificate of Merit in the nation-wide 1956 Brand Name Retailer-of-the-Year Competition for the most outstanding promotion of brand-names by retailers.

Arsco Paint Rollers Now Made in Florida

The entire Arsco line of paint rollers and equipment, including patents, trade-marks and methods, has been sold and transferred to the Arsco Corp. of Hialeah, Fla.

According to Arsco's David I. Welt, the New York operation had outgrown even the new building added about a year ago.

Production at the Florida plant is now in full-scale operation. Arsco paint rollers are shipped to all parts of the U. S. and to foreign countries.

Training School for Kitchen Experts Set

An industry-sponsored training school for kitchen specialists will be inaugurated this summer at Purdue University in West Lafayette, Ind. Sponsored by the National Institute of Wood Kitchen Cabinets, it will be conducted by Purdue's division of adult education.

An intensive two-week course covering a wide variety of pertinent subjects, will open July 22 and continue through August 2. Registration fee will be \$50 per entrant.

The training school plan was approved by members at the institute's 1957 winter meeting in Chicago. The institute voted to increase its board of directors from five to seven persons and to hold its second annual convention at French Lick, Ind., in September.

Chairman George Mernick of the marketing committee announced the establishment of advisory boards of housewives, builders, kitchen editors of shelter publications, and architects.

The following joint statement was issued following a meeting of the Technical Committee of the Steel Kitchen Cabinet Manufacturers Assn. and of the Engineering Committee of the National Institute of Wood Kitchen Cabinets:

"The Kitchen Cabinet Industry recognizes the established Architectural and Building 4" modular increment. To permit practical cabinet and appliance installations within finished inside dimensions, the kitchen cabinet industry presently uses the 3" modular system for these component units.

"It is the recommendation of the Steel Kitchen Cabinet Manufacturers Association and the National Institute of Wood Kitchen Cabinets, therefore, that architects and builders provide even-foot inside dimensions in kitchens or areas in which cabinets and appliances are to be installed."

WRI Joins BO Conference

The Wire Reinforcement Institute, national association of the manufacturers of steel welded-wire fabric, has been named a member of the International Conference of Building Officials.

The conference developed and

promotes the Uniform Building Code, adopted by municipalities in over 35 states. Its headquarters are in Los Angeles.

MOVING UP in the industry

Weyerhaeuser Sales Co. . . . JOHN M. MUSSER has been elected chairman of the board of directors for this distributor of lumber products. He has been an executive staff member of the company since 1945, assuming managership of the Thompson Yards branch in 1952. Musser served as company secretary from 1943 until 1957.

Building Industry Sales Development. . . . JOHN R. DOSCHER has opened offices at 10 Rockefeller Plaza, New York City, to offer complete marketing counsel service to non-competing manufacturers, associations and publications at the national level, and to lumber dealers locally. He served most recently as executive director of the *Operations Home Improvement* campaign, prior to which he represented both *Life* and *Time* magazines as a sales promotion manager.

Atlas Plywood Corp. . . . DAVID W. WOLLIN recently was named executive vice-president of this Boston, Mass., firm. As chief executive officer, he is responsible for the management and operations of the corporation and its subsidiaries. Wollin previously served as president and director of the J & J Rogers Co.

Inland Steel Products Co. . . . KENNETH E. SOMMERFELD is new assistant product manager of the metal lath division of this Milwaukee, Wis., firm. GLENN R. DETRIE succeeded Sommerfeld as manager of the marketing services division for the Milcor line of steel building products.

Pomona Tile Manufacturing Co. . . . A new position has been created to coordinate sales activities of all company branches throughout the United States. RICHARD L. SCHERBACHER, formerly advertising and promotion manager, has been appointed director of sales.

Housing and Home Finance Agency. . . . RICHARD L. STEINER has been appointed commissioner of the Urban Renewal Administration for this Federal housing agency. He will supervise the program of Federal financing and technical assistance to cities seeking to eliminate slum areas. Steiner was director of the Baltimore redevelopment commission before joining the HHFA in 1954.

United States Plywood Corp. . . . MALCOLM K. PETERSON has been appointed to the newly-established post



ROBERT R. PORTER is the new president of the Keasbey & Mattison Co., national manufacturers of asbestos and asphalt building products. He succeeded Ernest Muchleck, who retired. Porter had been executive vice-president for a year. He formerly was vice-president and sales manager of the Ford Instrument Co. He is a graduate of the U. S. Naval Academy and the Mass. Institute of Technology.

of director of merchandising. He is responsible for the merchandising plans and programs for all products distributed through USP's 104 branches. He has been with the firm 10 years, most recently as Boston district manager.

Housing and Home Finance Agency. . . . Appointed as deputy administrator for this Federal housing agency is WALKER MASON. The HHFA administrator is ALBERT M. COLE. Mason formerly was executive vice-president of the Naragansett Electric Co. Most recently he served as president of American Associates.

New BO Midwest Offices

The Midwest Conference of Building Officials has moved its executive offices from Indianapolis to the Engineering Building in Chicago. John V. Gallagher is the organization's executive director.

The conference extends technical advisory services to Midwest governmental agencies on the administration and enforcement of building construction regulations. It developed the *Midwest Building and Plumbing Code*.

Spanish Architects Win Reynolds \$25,000 Award

A special jury of the American Institute of Architects selected as the first winner of the R. S. Reynolds Memorial Award, a \$25,000 international prize for architects, the firm of Cesar Ortiz-Echague, Manuel Barbero Rebolledo y Rafael de la Joya, of Madrid, Spain.

The structure which won them the award is the new Visitors and Factory Lounge Center of the S.E.A.T. automobile plant in Barcelona.

Established as a tribute to the late founder of the Reynolds Metals Co., the R. S. Reynolds Memorial Award is to be made annually to the architect, or group of architects, who makes the "most significant contribution to the use of aluminum, esthetically or structurally in the building field." It consists of \$25,000 and an emblem in the form of a piece of original sculpture.

The first award will be presented to the Spanish architects who won it at the centennial meeting of the American Institute of Architects in Washington this month.

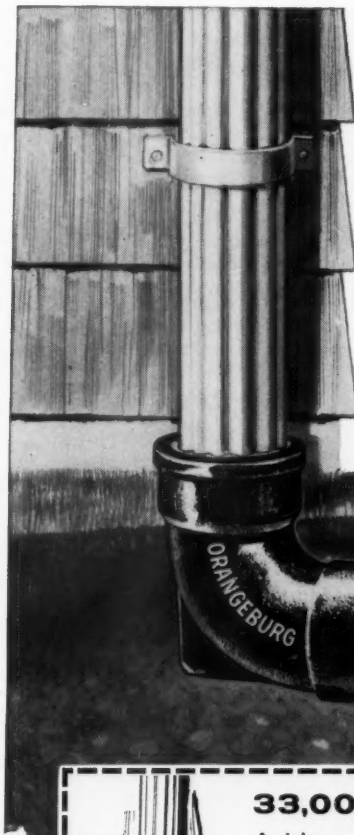
Rowe, Pecaro Become Top Flintkote Officers



PERCE C. ROWE, right, and George J. Pecaro, left, have been elected president and executive vice-president, respectively, of the Flintkote Co. Rowe succeeds I. J. Harvey Jr., who has become Flintkote's board chairman, an office created by a recent company by-law amendment.

Formerly executive vice-president, Rowe joined Flintkote in 1929, serving with the Patent and Licensing Corp., a company affiliate. Throughout World War II, he was chairman of the executive committee of the Asphalt and Tarred Roofing Industry War Council, as well as advisory committee member of the building material branch, War Production Board.

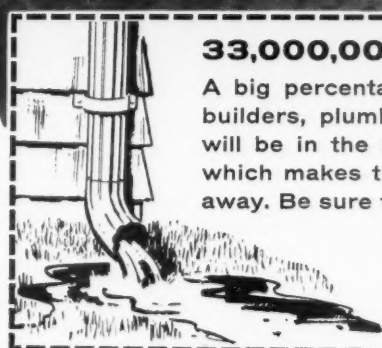
Pecaro, who succeeds Rowe, holds a forestry degree from Iowa State College. He joined the company in 1939 as manager of the Meridian,



ORANGEBURG®

Root-Proof Pipe

makes ideal downspout run-offs



33,000,000 Single Family Houses In U.S.A.!

A big percentage of them have no downspout run-off lines. Many builders, plumbers, home owners, farmers—your best customers—will be in the market this season for Orangeburg Root-Proof Pipe which makes the modern and practical drainline to carry roof water away. Be sure to carry genuine Orangeburg to meet this demand!

Other uses: Orangeburg Root-Proof Pipe is for sewer lines from the house to street main or septic tank...for storm drains...and other non-pressure underground outside lines. Made in 2", 3", 4", 5" and 6" sizes.

A Best Seller Across the Nation

Over 250,000,000 feet of Orangeburg pipe are in service today. Downspout run-off lines are one of its popular uses.

Orangeburg's lightweight 8-foot lengths save installation costs. Taperweld Joints seal root-proof with a few hammer taps...no cement, no compounds. Orangeburg is strong and tough. Lines 50 years old, going strong today, are proof of its durability.

Orangeburg also comes *Perforated* in 4" size for foundation drains, septic tank filter fields...all wet spot drainage.

Orangeburg's national advertising in Life, Better Homes and Gardens, American Home, Farm Journal and other magazines has made the Orangeburg brand name the best known trade mark on pipe and fittings.

Get genuine Orangeburg. Look for the Orangeburg brand name on pipe and fittings. For more facts write Dept. SBS-57.

ORANGEBURG MANUFACTURING CO., INC. • Orangeburg, N. Y., Newark, Calif.



ORANGEBURG FITTINGS



1/4 Bend



Tee



Wye



1/8 Bend

Exclusive Orangeburg Fittings featuring Taperweld Joints simplify the installation.

Miss., insulation board plant. In 1956, he was made vice-president in charge of industrial sales and Tile-
Tex division operations.

Foote and Stephens Now Represent Sisalkraft

S. "SAM" FOOTE and C. "Lindy" Stephens are new American Sisalkraft sales representatives for the Carolinas and east Tennessee area.

Foote will handle the northern portion of the area, and Stephens the southern portion. They have replaced J. W. "Joe" Smith, who has



STEPHENS

FOOTE

been transferred to Sisalkraft's San Francisco office.

Three Yard Employees Win \$100 Plywood Prizes

THREE LUMBER DEALER EMPLOYEES are \$100 richer because they entered a contest in the *Plywood Graphic*, a quarterly tabloid newspaper published by the Douglas Fir Plywood Assn. The winners include Glen Clark of Spokane, Wash.; Morris Cartwright, Collingwood Lumber Co. in Johnson, Kan., and James Riggen, J. P. Karn Lumber Co. in Brunswick, Md.

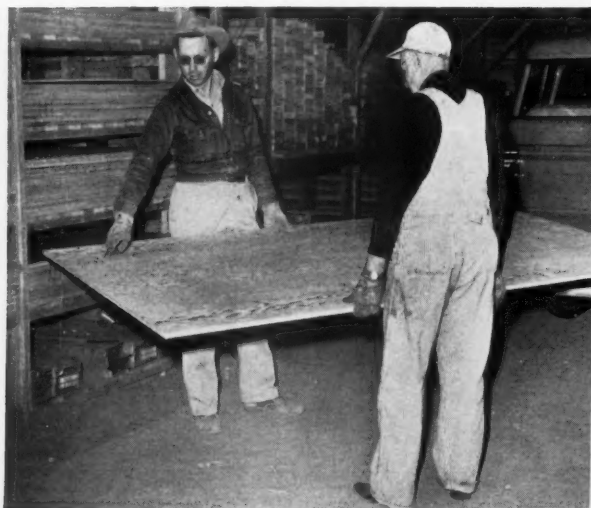
The contest required lumber dealer employees to write in reasons why their *Fir Plywood Facts* book had been valuable. This 48-page, pocket-size DFPA reference book on fir plywood contains the answers to almost any question a customer would ask about fir plywood. Over 300 entries were received from all parts of the nation. DFPA sent a \$1.00 check to each employee who entered the contest and sent the grand prizes of \$100 each to Clark, Cartwright and Riggen.

Morris Cartwright wrote that the most valuable aid he had received from the book was when he used

it as a reference for underlayment information. A building committee of a local church asked him about the best type of underlayment to use under floor tile. "Using the charts in my *Plywood Facts* book, I showed them that by using fir plywood, they would have a stronger, smooth floor with a minimum deflection." The result was a sale of 40 panels of 1/2" CD PlyBase, and a "very happy building committee and congregation."

James Riggen said he finds the book handy because "We truck drivers seldom know the answers to customer plywood questions. But by looking in our book, we can show them the answers." Riggen explained that one time a carpenter asked him about the structural strength of fir plywood sheathing. "As usual, I couldn't answer his question. I went to my truck and got my book, and together we found the answer. About a week later, he bought 42 panels of PlyScord sheathing. This is only one of the times my book has helped."

Left, below: \$100 prize-winner Morris Cartwright of Kansas points out DFPA trade-mark. Right: James Riggen, Maryland contest winner.



Operators of Shopping Centers Form Council

The country's leading builders and operators of shopping centers have organized the International Council of Shopping Centers, Inc.

The Chicago-based group's principal objectives are to solve operational problems and promote the importance of shopping centers as hubs of retail operations.

Organizing members are now conducting a nation-wide membership drive among the 1,500 shopping centers in operation, and among owners of the 2,300 under construction.

The association is to hold its first annual meeting May 13-14 in Chicago.


Public Shows Preference For Pastel Paint Shades

Guy J. Berghoff, general paint manager of Pittsburgh Plate Glass Co., is of the opinion that a new trend in the public's home decorating taste is revealed by its selection of both interior and exterior house paints.

"While dark-darks, deep greens, blues, browns, and reds were the favorites a short time ago, now pale pastel tints are demanded in wall colors, as well as in fabrics," he said.

"Introduction of tube colorants by major paint manufacturers to provide tints not accessible to the average painter in the past, probably did much to influence the trend," Berghoff said. "But, to date, no one has been able to explain why people reverse their color tastes."

"The present trend indicates a preference for lighter, brighter surroundings, certainly a more pleasant atmosphere in which to live and work," he concluded.



Here is Your

1957

SIRCO[®]

GUIDE

to

better Buying



How to profit
**from SPRING BUILDING
and HOME IMPROVEMENT**

**Here is the *one* combination for service
and profit throughout the South!**



**THE SOUTHERN
QUALITY PROD**

YOUR COMPLETE 1957 Guide to Better Buying



To aid you in determining "where to buy" your immediate or future requirements, here is the South's most complete single source listing of building materials. Any or all of these materials in the quantities you desire are available now at your nearby SSIRCO warehouse. Check the list for your requirements now — call SSIRCO for immediate, courteous service TODAY!

This is your Guide to a one-stop source of supply

ALUMINUM ROOFING AND SIDING (Reynolds)

5-V Crimp Roofing, 26" wide
1 1/4" Corrugated, 26" and 48" wide
2 1/2" Corrugated, 26" and 48" wide
.024 Intermediate Corrugated, 43" wide
.032" Industrial Corrugated, 35" and 48"
wide
Metal Roof Fasteners
Weatherboard Siding
Ridge Cap • Valley
Eave and Gable Finish
Gravel Stop • Flashing
Copings

GALVANIZED ROOFING AND SIDING

5-V Crimp Roofing
Lock Tight Roofing
1 1/4" Corrugated
2 1/2" Corrugated

ALUMINUM MILL PRODUCTS

Flat Sheet
Coil Sheet
Architectural Extruded Shapes
Structurals • Tubing • Pipe
Screw Machine Stock
Tooling Plate
Tread Plate • Trailer Flooring
Fasteners
Nu Rail Fittings
Aluminum Mouldings and Threshold
Plates
Truck and Trailer Sections

RED CEDAR SHINGLES (Shakertown)

Stained Shakes and Shingles
Glumac Units • Perma-Stains

PLYWOOD

Douglas Fir • Birch

**ARN SYMBOL FOR
PRODUCTS and PROMPT SERVICE
SINCE 1914**

How to profit

from **SPRING BUILDING** and **HOME IMPROVEMENT**

Here is the *one* combination for service
and profit throughout the South!



NINE MAJOR WAREHOUSES

NINE MAJOR WAREHOUSES

10 ACRES OF INVENTORY

Plus



80 SSIRCO Service Representatives

WHATEVER AND WHEREVER YOUR BUILDING MATERIAL NEEDS, SEE SSIRCO.

SSIRCO's super-market warehouses can serve all your building materials requirements for the big Spring building and home improvement business. Certainly — with nine warehouses complete with acres of inventory, eighty salesmen on the road and with the finest brand names in the business — SSIRCO offers you an unbeatable combination for products and service. For the brightest Spring ever, profit by purchasing all your building materials or metal requirements from one source.

You will get better delivery service, save time and money and be assured of immediate order handling. This Spring, try the SSIRCO service combination. You will find that SSIRCO, with more completely stocked warehouses and more salesmen to serve you than any other similar firm, can be your key to extra Spring profits. A telephone call, a postal card, a letter will set the SSIRCO service combination in motion for you.

SOUTHERN STATES IRON ROOFING COMPANY

Serving the Building Materials Trade Continuously Since 1914

GENERAL OFFICES: ATLANTA, GEORGIA

WAREHOUSES: ATLANTA, GA. • MEMPHIS, TENN. • LOUISVILLE, KY. • SAVANNAH, GA. • MIAMI, FLA.
RALEIGH, N.C. • RICHMOND, VA. • BIRMINGHAM, ALA. • NASHVILLE, TENN.
SALES OFFICE: JACKSONVILLE, FLA.

YOUR COMPLETE 1957

Guide to Better Buying



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2 1/2" Corrugated
Heavy Gauge Industrial Roofing
Roll Roofing
Weatherboard Siding
Ridge Cap • Valley
Eave and Gable Finish
Gravel Stop • Flashing
Seamless Terne Roofing

SHEET METAL

Aluminum • Copper • Stainless
Galvanized Steel • Paint Grip
Cold Rolled Steel • Hot Rolled Steel
Solder
Terne
Sheet Metal Screws • Machine Screws
Termite Shields

TRANSLUCENT GLASS FIBER PANELS (Corrulux)

ALUMINUM MILL PRODUCTS

Flat Sheet
Coil Sheet
Architectural Extruded Shapes
Structurals • Tubing • Pipe
Screw Machine Stock
Tooling Plate
Tread Plate • Trailer Flooring
Fasteners
Nu Rail Fittings
Aluminum Mouldings and Threshold Plates
Truck and Trailer Sections

RED CEDAR SHINGLES (Shakertown)

Stained Shakes and Shingles
Glumac Units • Perma-Stains

PLYWOOD

Douglas Fir • Birch
Lauan • Knotty Pine
Prefinished Hardwoods

INSULATION

Gustin-Bacon Snap-on Pipe
Glass Fiber Industrial
Glass Fiber Residential
Reynolds Reflective
Staple Guns and Staples
Roof Insulation
Rock Wool • Cotton
Mastic, Cements and Tapes
Building Board • Sheathing
Plank and Tile

HARDBOARD PRODUCTS (Masonite)

Presdwood
Tempered Presdwood

TRANSLUCENT GLASS FIBER PANELS (Corrulux)

- Corrugated • 5-V Style
- Window Pane • Step Lap
- Skylight Dome • Mastic
- Closure Strips

ASBESTOS PRODUCTS

- Siding and Roofing Shingles
- Industrial Roofing
- Aluminum Trim

ASPHALT PRODUCTS

(Fry)

- Shingles • Roll Roofing
- Brick and Stone Sidings
- Felts • Built-up Roofing
- Roof Coatings and Cements
- Asphalt Closure Strips
- Mopping Asphalt

NAILS

(Aluminum and Steel)

- Common • Box
- Casing • Finishing
- Plasterboard
- Shingle • Roofing
- Roofing, Lead Head
- Roofing w/washers
- Asbestos Shingle
- Cedar Shake
- Gutter Spikes

GUTTER, DOWNPIPE AND ACCESSORIES

- Reynolds Embossed Aluminum
- Galvanized Steel
- Mittres • Elbows • Shoes

LOUVERS AND VENTILATORS

- Aluminum Louvers, Stationary and Adjustable
- Aluminum Foundation Ventilators
- Rotary Ventilators

(Masonite)

- Preswood
- Tempered Preswood
- Tempered Tile
- Duolux • Tempered Duolux
- Panelwood • Siding

PLASTIC COATED PANELING

(Wallace)

- Parallel-Line • Tile Pattern
- Smooth Surface
- Streamline
- Metal Trims
- Preswood Mouldings
- Adhesive

ALUMINUM GATES

- Industrial • Farm • Residential

WINDOWS-DOORS-SCREENS

- Garage Doors — Aluminum
- Screen Doors — Steel
- Residential Doors — Wood
- Burns Aluminum Tension Screens
- Convire Frame Screens
- Reynolds Aluminum Windows,
- Double Hung • Casement
- Awning • Slide

AWNING SUPPLIES

ALUMINUM

- Pre-enamelled Step Down Sheet
- Solid — Ventilated
- Angles • Channels
- Tubing • Fringe • Screws

STAINLESS STEEL

- Sheet • Plate • Coil
- Pipe • Tubing • Fasteners
- Bar • Angles

POLYETHYLENE

THICKNESSES

- .002"
- .004"
- .006"

WIDTHS

- Up to 8'4"
- Up to 16'6"
- Up to 16'6"

SOUTHERN STATES IRON ROOFING COMPANY

ATLANTA, GEORGIA
1500 Bluebird Dr., N. W.
Phone: 577-0000 • 57-0011

LOUISVILLE, KENTUCKY
2129 W. 5th St.
Phone: 452-1100 • 452-1101

NASHVILLE, TENNESSEE
1000 1st St. S. W.
Phone: 452-1100 • 452-1101

SAVANNAH, GEORGIA
309 Atlas Avenue
Phone: 434-1100 • 434-1101

MEMPHIS, TENNESSEE
200 North Royal Ave.
Phone: 444-1100 • 444-1101

RALEIGH, N. C.
401 E. 1st St.
Phone: 444-1100 • 444-1101

BIRMINGHAM, ALABAMA
1000 1st St. S. W.
Phone: 444-1100 • 444-1101

MIAMI, FLORIDA
2400 N. W. 20th St.
Phone: 444-1100 • 444-1101

RICHMOND, VIRGINIA
1510 Park Ave. S. E.
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SALES OFFICE: JACKSONVILLE, FLORIDA • Phone: 444-1100 • 444-1101



For Your Spring Building Business

Corrugulux

INSULITE



FOLLANSBEE



SCREENS

CELOTEX



**LESLIE
LOUVER**

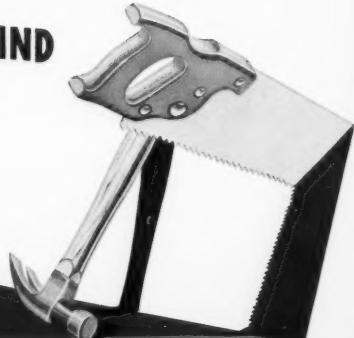


**NAMES You
can rely on**

**PRODUCTS You
depend on**



**YOU'LL FIND
'EM ALL
AT**



Berry
STEEL DOORS

SOUTHERN STATES IRON ROOFING CO.

Serving the Building Material Trade Continuously since 1914

GENERAL OFFICES: ATLANTA, GEORGIA

BRANCHES: ATLANTA, GA. • SAVANNAH, GA. • BIRMINGHAM, ALA. • LOUISVILLE, KY.
MEMPHIS, TENN. • MIAMI, FLA. • NASHVILLE, TENN. • RALEIGH, N. C. • RICHMOND, VA.

There's ONE screen outstanding in every respect... **TENSION-tite**[®]

First in popularity

Some 6,000,000 TENSION-tite screens are now in use on double-hung wood windows. They are by far the most popular patented screen . . . particularly in southern and western climates.

First in durability

TENSION-tite is the one trouble-free window screen. There is no loose hardware . . . nothing to attract children. Tension can be adjusted with a screwdriver so screen can be opened only by an adult. TENSION-tites never rust, never need painting. On homes, housing projects, and barracks TENSION-tite screens remain in first class condition where others have failed with use or abuse.

Backed by a consistent policy

You know where you stand with TENSION-tite. They are distributed through local jobbers, and sold by over 10,000 dealers. They are attractively packaged and easily stored. No inventory or delivery problems. Special sizes are readily obtained from jobber. Prices are competitive but stabilized. No confusion with a variety of prices, models or types, fluctuating prices, changes in distribution methods, special deals, pressure for quantity purchases, off-brand or poor quality.

Keep betting on the champ

Rudiger-Lang Co. has specialized in the screen business for 34 years. Since we make every type of screen, we know that TENSION-tite is the best screen for double-hung wood windows . . . and also that it's the one screen you can handle most profitably.



Use these aids to increase your screen sales...



TENSION-tite FLOOR DISPLAY

This new display holds 12 screens, shows in full color the screen installed, and has place for free folders describing TENSION-tite and giving measuring instructions.



FOLDERS AND SALES MANUAL

Folders for use as statement stuffers, with the floor display, and to give customers who need measuring directions. Also FREE sales manual that answers all questions that may be put to sales personnel by customers.



WINDOW BANNER

This big window banner can be seen by passersby from half a block away.

Get these free sales aids from your local jobber or write



RUDIGER-LANG CO.

Factories in Toccoa, Ga. and Berkeley, Calif.

INTERNATIONAL TRADE MART, NEW ORLEANS 12, LA.

Companies, Colleges Team Up for Training

Forty-four wood industry firms and 32 colleges throughout the country are now cooperating in a program designed to provide trained personnel for the wood industry, according to the Forest Products Research Society of Madison, Wis.

The FPRS-sponsored program has been gauged to provide on-the-job summer training so that companies have opportunity to evaluate students' abilities. Students, in turn, are given opportunity to gain experience and insight into forest products operations.

Companies have reported that the program is aiding them to recruit permanent employees. They have also signified their desire for student-workers during the summer who may be interested in remaining with them after graduation.

Southerners serving on a national FPRS committee are Roy M. Carter, North Carolina State College, Raleigh, N. C., and Eldon Behr, Chapman Chemical Co., Memphis, Tenn.

Each committee member contacts wood industries in his region to determine the need for summer employees. Lists of interested firms are then sent to schools within the geographic areas.

Of the 32 participating schools, the following are recruiting Southern

students: University of West Virginia, Morgantown; University of Florida, Gainesville; Louisiana State College, Baton Rouge; North Carolina State College, Raleigh; Stephen F. Austin State College, Nacogdoches, Tex.; Oklahoma A & M College, Stillwater; Virginia Polytechnic College, Blacksburg; Alabama Polytechnic College, Auburn, and Louisiana Polytechnic College, Ruston.

Southern firms cooperating in the program include:

Arkansas — Dierks Forests, Inc., DeQueen and Mountain Home.

Kentucky — General Box Co., Consider H. Willett, Inc., and Wood Mosaic Corp., all of Louisville.

Louisiana — International Paper Co., DeRidder; and Urania Lumber Co., Urania.

Mississippi — Masonite Corp., Laurel.

Missouri — International Paper Co., Kansas City.

Oklahoma — Dierks Forests, Inc., Broken Bow.

Tennessee — The Berkline Corp., Morristown.

Texas — Southern Pine Lumber Co., Diboll, and Southland Paper Mills, Inc., Lufkin.

Virginia — William Ritter Lumber Co., Roanoke.

Harold J. Ford Heads Ponderosa Pine Woodwork



JAMES D. ROWLAND, right, congratulates Harold J. Ford, left, on succeeding him as president of Ponderosa Pine Woodwork. Ford is general sales manager of Tarter, Webster & Johnson. Rowland is vice-president of the Andersen Corp.

Other officers elected at the association's annual meeting in Chicago recently are: E. W. Donahue, Wabash Screen Door Co., vice-president; James F. Shiely, Winston Lumber Sales Co., treasurer; and C. R. Hunsicker, Curtis Companies, Inc., secretary.

R. H. Morris continues as general manager of Ponderosa Pine Woodwork with headquarters in Chicago.

Morrill & Sturgeon Undergoes Reorganization

Reorganization of the Morrill and Sturgeon Lumber Co. of Portland, Ore., has been announced by Robert S. Mee.

W. P. Van Den Bosch, a 30-year veteran in the West Coast lumber business, has been placed in charge of mixed cars, industrial and cutting. He replaces George Young.

Dave Gowans will supervise the Neal Creek operation, as well as green commons. Mee will handle all commons species, including pine, fir, redwood, white fir, hemlock, spruce, both dry and green.

Bowser, Young Receive Masonite Citations

Two Southern representatives were among 21 Masonite Corp. salesmen to become charter members of the manufacturer's Sales Merit Club recently. They are Virgil O. Bowser, Springfield, Mo., and Thomas Young, Independence, Mo. Each received a gold Masonite lapel button and a membership certificate signed by John M. Coates and Paul B. Shoemaker, company president and vice-president, respectively.

Prerequisites for the honor are full-time service in a sales territory for two fiscal years and a minimum 25-per-cent dollar sales increase over the preceding fiscal year.



WILLIAM H. ZEGERS has been appointed vice-president in charge of marketing for Zegers, Inc., Chicago, Ill., manufacturers of Dura-seal metal weatherstrip and balance. As coordinator of the company's sales and advertising activities since 1954, he has attended many South-Southwestern dealer and jobber conventions.



JOHN GIMBEL has been named merchandising manager of the Perma Products Co., Cleveland, Ohio, manufacturers of cedar shakes and siding. He was formerly advertising and sales promotion manager for Youngstown Kitchens.



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



* ©

Watson to Spearhead Weatherstrip Sales



P. McLAUREN WATSON above, has joined National Guard Products, Inc., Memphis, Tenn., as vice-president

and sales manager. He will spearhead sales of this firm's new full-jamb-cover weatherstrip for double-hung wood windows. National Guard Products already is supplying metal products to wholesale hardware and building material firms in 26 states.

Watson for the last six years had served as sales and general manager of the Memphis Sash and Door Co., a Huttig subsidiary. He is a graduate of Southwestern College and a member of the Rotary and Sales Executive clubs in Memphis.

Look Magazine Cites 5 Southern Cities

Nine American cities, five of them in the South, were recently named winners in *Look* magazine's community achievement award contest. With emphasis on citizen participation, citations were awarded for outstanding progress in residential area improvement and rehabilitation.

The winners were Baltimore, Md.; Chicago, Ill.; Indianapolis, Ind.; Little Rock, Ark.; Memphis, Tenn.; Norfolk, Va.; Rochester, N. Y.; Seattle, Wash.; and Shreveport, La.

Honorable mention went to Clarksville, Tenn.; Dallas, Tex.; St. Louis, Mo.; Dayton, Ohio; Los Angeles, Calif.; Perth Amboy, N. J.; and

Washington Terrace (Ogden), Utah.

Memphis, Norfolk, Little Rock, and Shreveport were cited for their respective operations to eliminate major slum areas and substandard housing.

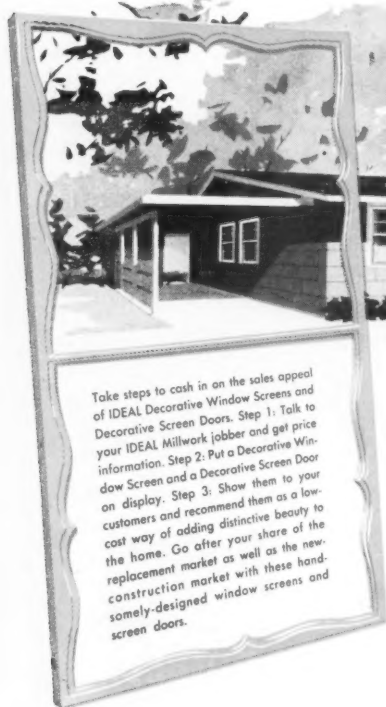
Baltimore was honored for citizen participation to save specific neighborhoods from deterioration. Residents of Baltimore's Bolton Hill area not only refurbished their own homes, but formed a corporation to buy run-down properties and restore them for later sale or rental.

Administrator Albert M. Cole of the U. S. Housing and Home Finance Agency served as chairman of a panel of experts which included John R. Doscher, former executive director, *Operation Home Improvement*; Edmund R. Purves, executive director, American Institute of Architects; and Mort Saber, director, Urban Renewal Department, National Assn. of Home Builders.

Cedar Coating Contest

Dealers selling Fynal-Kote shingle and shake coating have a chance to win up to \$100 in the 1957 display contest sponsored by Creo-Dipt Co., Inc., North Tonawanda, N. Y.

Prizes are in four categories: Best all-around merchandising display, best window, best counter or island, and best small space.



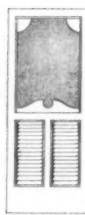
Decorative Window Screens Decorative Screen Doors

HAVE EYE-APPEAL . . . BUY-APPEAL

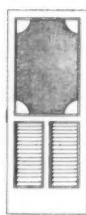
FEATURES

Made of Western Ponderosa Pine in the South's largest standard millwork factory • Preservative Treated to last a "housetime" • Dowel-joint construction makes them extra rigid and sturdy • Available in all popular sizes • Choice of galvanized, aluminum, bronze or shade screen wire.

Decorative Screen Door Designs



SD-1



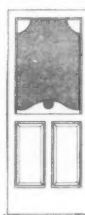
SD-2



SD-2R



SD-3



SD-4



SD-5

NEW

**Information* Valuable
to the Masonry Industry**

available now on

Stabilizing Walls with

DUR-O-WAL®

**Request Yours
TODAY!**

* Technical data from independent laboratories on Dur-O-wal masonry reinforcement has just been compiled for you. Send for your free file today. Engineering Department B, Dur-O-wal, Cedar Rapids, Iowa.



**Rigid BACKBONE of STEEL
For Every Masonry Wall**

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO

BRAND NEW FROM

ROLL-ON* ROOFING and SIDING

Just three sizes for a complete stock!

Three handy widths of Kaiser Aluminum Roll-On Roofing — 54", 30" and 18" — give you a complete stock for your customer's needs. New Roll-On Roofing is .019" thick, with 1¼" pitch corrugations, attractive embossed finish. Comes in 50-ft. rolls.

● **EASY TO INSTALL.** Just roll it on and nail it down. No fitting small pieces, practically no side laps.

● **REFLECTS HEAT.** Farm buildings stay up to 15° cooler in summer, warmer in winter.

● **CUTS MAINTENANCE.** Embossed Roll-On Roofing won't rust, won't rot . . . never needs painting.

● **LIGHT, YET STRONG AND DURABLE.** Unrivalled record of freedom from wind damage and nail pull-through. Gives years of service in all kinds of weather.

TESTED SALES POWER

Kaiser Aluminum Roll-On Roofing has been pre-tested in three Southern states for over a year. Farmers throughout the test market have acclaimed Roll-On Roofing's ease of handling. They have enthusiastically reported substantial savings in time, labor and money. In short, Roll-On Roofing has not

only proved itself in sales, but has gained the complete acceptance of farm users and builders.

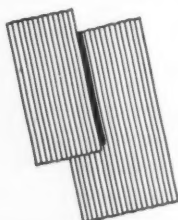
NATIONALLY ADVERTISED TO YOUR CUSTOMERS

We're bringing pre-sold customers into your store by telling over 7-million farm readers the Roll-On Roofing story in leading farm magazines. Farmers across the nation will read all about it in — *Farm Journal*, *Successful Farming*, *Progressive Farmer*, *Hoard's Dairyman*, *Poultry Tribune*, and state farm papers in key markets.

YOU JUST CAN'T MISS with new Kaiser Aluminum Roll-On Roofing, backed up with Kaiser Aluminum 48" and 26" wide roofing sheet. To get more information about how Kaiser Aluminum Roll-On Roofing can be the most profitable building material you ever handled, mail in the coupon today!



... AND HERE'S ANOTHER GREAT SALES-MAKER



Kaiser Aluminum 48" and 26" Wide Roofing Sheet . . . better roofing because it's light, strong, easy-to-handle, rot-proof and forever rust-free, never needs painting. Big 48" wide sheets cover almost twice the area

of standard size widths . . . cut building time because one lightweight sheet takes the place of two. Fewer side laps too. Saves your customers time and money, gives you satisfied customers every time.

KAISER ALUMINUM!



Just roll it on and nail it down . . . it's that easy to use. And you'll see how easy it is to "roll up sales" and "nail down prospects" with new Kaiser Aluminum Roll-On Roofing.

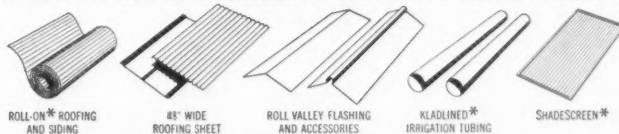
LAST CHANCE TO ENTER KAISER ALUMINUM'S "HAWAIIAN VILLAGE" CONTEST

DEADLINE IS MIDNIGHT, JUNE 1, 1957! ENTER NOW!

Win a glorious vacation in Hawaii, all expenses paid. If you haven't already entered Kaiser Aluminum's "Hawaiian Village" contest you still have time to do so. Send for your official Kaiser Aluminum "Hawaiian Village" Contest Entry Kit now. Write to Kaiser Aluminum & Chemical Sales, Inc., Merchant Products Dept., 919 N. Michigan Ave., Chicago 11, Illinois. Write today!



A QUALITY LINE OF ALUMINUM PRODUCTS FOR BETTER DEALERS



ROLL-ON* ROOFING AND SIDING

48" WIDE ROOFING SHEET

ROLL VALLEY FLASHING AND ACCESSORIES

LEADLINED* IRRIGATION TUBING

SHADESCREEN*

Kaiser Aluminum

*TRADE MARK

MAIL THIS COUPON TODAY! ➔

See "THE KAISER ALUMINUM HOUR." Alternate Tuesdays, NBC Network. Consult your local TV listing.



Scores of Sales Opportunities for Town and City Trade! This booklet lists 101 ways in which to sell your town and city customers on new Roll-On. Use it for awnings, tree and shrub guards, dog houses, tool sheds, recreation room bars, sign backing, heat and light reflectors and scores of other uses.

Kaiser Aluminum and Chemical Sales, Inc.
Merchant Products Dept. 585-3
919 N. Michigan Avenue
Chicago 11, Illinois

Please send information about Kaiser Aluminum Roll-On Roofing, and include details about the advertising program.

NAME _____
ADDRESS _____
CITY _____ STATE _____



The **BREAK TEST**

...lets you prove for
yourself that Plastergon
insulating board is stronger

Plastergon Lockaire and Budgetaire Insulating boards are made with the toughest fiber of them all—licorice root. Prove it for yourself by breaking a piece over the edge of your desk or counter—then compare with other boards of equal thickness.

Here is extra strength and rigidity—with no loss of valuable insulating properties. Competitively priced—Complete stocks, one source. Send for samples to make the "Break Test."

Just 4 of Plastergon's Complete Line of Wallboards and Insulating Boards.

LOCKAIRE— $\frac{1}{2}$ " and $2\frac{5}{32}$ " Asphaltic board. 48" wide . . . 6 to 12 ft. long . . . also v-joint panels 2' x 8'. $2\frac{5}{32}$ " building board.

LOCKAIRE PAINTCOTE— $\frac{1}{2}$ " insulating board. Factory painted one side 48" wide . . . 6 to 12 ft.

BUDGETAIRE PAINTCOTE— $\frac{5}{16}$ " insulating board. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.

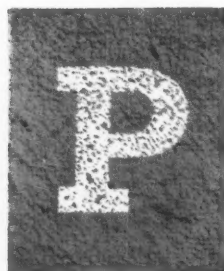
LOCKAIRE CEILING TILE . . . factory painted one side, 12" x 12", 16" x 16", 16" x 32", 25 tile per bundle.

*Get with the Wallboard Line that has what
ALL your customers want!*

PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY
P.O. BOX 40, STATION B, BUFFALO 7, N. Y.

Cable Address, "PLASTERGON" • Phone Riverside 3370



★ ★ ★ ★ ★

Cash-in-on **BILT-WELL** **"OPERATION PROFITS"**

... a powerful 8 phase integrated merchandising plan designed
to substantially increase your sales ★

★ Each phase of BILT-WELL's 1957 Operation Profits is geared to make your selling job easier...to help you take full

advantage of the well-known, nationally advertised BILT-WELL brand and to increase your volume of BILT-WELL sales.



Phase 1

**All-New BILT-WELL
Product-in-Action Displays**



Phase 5

**New, Action-Compelling
Direct Mail Program for Dealers**



Phase 2

**Complete BILT-WELL
Cabinet Training Program
for Dealer Salesmen**



Phase 6

**BILT-WELL Cooperative
Advertising Program**



Phase 3

**Sales Stimulating Builder
Architect Promotion
Meeting Service**



Phase 7

**New BILT-WELL
Builder Relations Program**



Phase 4

**Extensive National Advertising
Campaigns Hitting Consumers,
Builders and Architects...with
Local Tie-in Aids**



Phase 8

**BILT-WELL Dealer
Identification Plan**

The BILT-WELL Line—WINDOW UNITS, Double-hung, Awning, Casements, Basement, Storm and Screen. CABINETS, Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Counter-Tops. DOORS, Exterior, Interior, Screens and Combination.



Get complete information on BILT-WELL Operation Profits today. Ask your BILT-WELL jobber or write:

CARR, ADAMS & COLLIER COMPANY
Established 1866 Dubuque, Iowa

Johns-Manville SEAL-O-MATIC Asphalt Shingles...

Seal-O-Matic Shingles were tested under hurricane force winds of a Pan American Clipper at Idlewild Airport. Conventional shingles were damaged, Seal-O-Matics held tight.



Tested and proved

Here's the secret—A stripe of special Seal-O-Matic Adhesive is factory-applied to the underside of each shingle. The sun's heat seals it down automatically. Seal-O-Matics grip tight, stay flat—even in hurricane force winds.

This revolutionary development has made Seal-O-Matics the volume and profit leader in the asphalt shingle market. And Johns-Manville backs you to the limit in selling it.

Only Seal-O-Matics have this proved record of performance

More than 100,000 Seal-O-Matic® roofs are giving completely satisfactory performance in all extremes of weather—heat, cold and hurricanes

Self-sealing shingles are only as good as their adhesive properties. Patented Seal-O-Matics, the orig-

inal self-sealing shingles, have an adhesive stripe of exclusive design:

Wide stripe—provides large bonding area

Thick stripe—assures bonding even under unfavorable conditions

Continuous stripe—eliminates

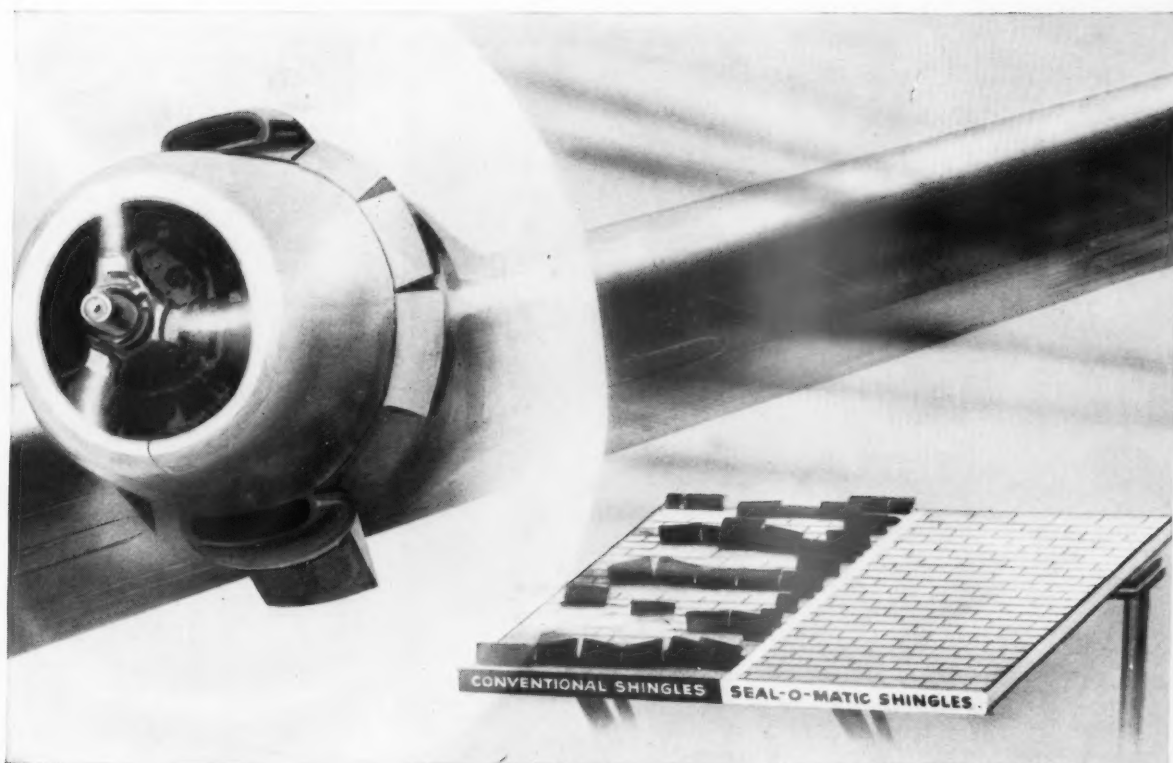
openings, water cannot blow under

Full-length stripe—protects corners from being lifted by wind or cold

Protected stripe—keeps adhesive free of foreign matter which would interfere with sealing



Johns-Manville



in hurricane winds!



Complete merchandising package for dealers

It includes window streamer, sample rack, counter demonstrator, brochure, movies, stills, ad mats. And J-M backs you up with national magazine and

network TV advertising. Order today, *free*, from your J-M representative or write Johns-Manville, Box 111, New York 16, New York.

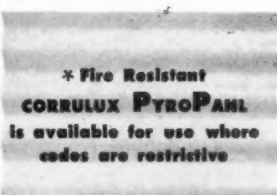


15 colors —
Granitized and
smooth
Farm, residential
and industrial
corrugations
Flat panels —
also factory-cut
window panes

Corrugulux sales are ready-made, a quality product, nationally advertised and widely distributed.

Thousands of successful installations have proved the industrial need for shatterproof skylights, sidelights and flat glazing. Commercially and for residential construction — decorative canopies, awnings, luminous ceilings and partitions are only a few applications of this versatile and beautiful translucent building panel.*

There is a Corrugulux distributor near you — call him and learn the Corrugulux story.



Corrugulux®

L.O.F. GLASS FIBERS COMPANY,
P. O. BOX 20026, HOUSTON 25, TEXAS

CORRULUX DISTRIBUTORS

ALABAMA Birmingham Dothan Gadsden Mobile Montgomery Prichard	Birmingham Steel Buildings Dothan Glass Co. Kimball Paint & Glass Co. Underwood Builders Supply Co. Alabama Steel Buildings Pittman Brothers Pritchard Glass Co.
ARKANSAS Little Rock	Arkansas Foundry Binswanger & Co.
DELAWARE Wilmington	Budd Metal Co., Inc. Hires Turner Glass Co.
DISTRICT OF COLUMBIA	Hires Turner Glass Co.
FLORIDA Fort Myers Jacksonville	Bob Dean's Welding Service Chaplin-Hobson Co. Hull Metal Supply Corp. A. C. Ferguson Co. Florida Glass & Mirror Acme Glass Co. Panama City Pensacola Gulf Coast Steel Buildings Southern Insulating & Awning Co. Florida Steel Buildings
GEORGIA Atlanta	AAA Brands Company Atlantic Steel Co. Slusky Builders Supplies, Inc. Columbus Glass Co. Steel Builders, Inc. Binswanger & Co. Dixie Metal Buildings Southern Glass Co.
KENTUCKY Lexington Louisville	Central Kentucky Supply Co. American Builders Supply
LOUISIANA Baton Rouge New Orleans	Ero, Inc. Karl Hansen Co. Metal Building Products Co. Binswanger & Co.
MISSISSIPPI Jackson	Rink Building Systems Heger Enterprises Acoustics & Specialties Binswanger & Company
NORTH CAROLINA Asheville Charlotte Durham Fayetteville Greensboro Raleigh Wilmington	Pritchard Paint & Glass Co. Pritchard Paint & Glass Co. Pritchard Paint & Glass Co. Binswanger & Company Binswanger & Company Tidewater Supply Co., Inc. Pritchard Paint & Glass Co. Atlantic Glass Co.
OKLAHOMA Oklahoma City Tulsa	Fiberglass Industries Braden Steel Corp.
SOUTH CAROLINA Charleston Hts. Columbia Florence Greenville Roebuck	B. L. Montague Company Binswanger & Company Binswanger & Company Binswanger & Company Roebuck Steel Buildings
TENNESSEE Chattanooga Kingsport Knoxville Memphis	Hale & Wallace, Inc. Holston Glass Co. Southeastern, Inc. Acoustics & Specialties, Inc. Binswanger & Company
TEXAS Amarillo Austin Beaumont Corpus Christi Dallas El Paso Fort Worth Houston Lubbock Odessa San Antonio Victoria Waco	Amarillo Plate Glass & Mirror Co. Panhandle Steel Building Co. Binswanger & Company Binswanger & Company Safety Glass Co. Binswanger & Company Macatee, Inc. Banes Co., Inc. Binswanger & Company Thornton Steel Co. Buile Building Materials Co. Wilson Building Supply Avenue "H" Building Materials Lubbock Glass & Mirror Co. Steel Bilt Products Co. Darbyshire Steel Company, Inc. Howard Kelts Samuels Glass Co. Scott Sales Company C. H. Ruebeck Company
VIRGINIA Norfolk Richmond Roanoke	Building Supplies Corp. Binswanger & Company Binswanger & Company
WEST VIRGINIA Charleston Parkersburg Wheeling	Allied Services, Inc. Parkersburg Distributors, Inc. Scott Lumber Company

We take pleasure in announcing the appointment of a new Corrugulux distributor
SOUTHERN STATES IRON ROOFING CO.

Savannah, Ga.	Nashville, Tenn.
Miami, Fla.	Richmond, Va.
Raleigh, N. C.	Atlanta, Ga.
Birmingham, Ala.	Memphis, Tenn.
	Louisville, Ky.

Board Thickness Aired at SPIB Meet

The position and activities of the Southern Pine Inspection Board in the effort to have the minimum dressed dry thickness of board changed from 25/32 to $\frac{3}{4}$ inch were reviewed by Chairman Brady Belcher of Centreville, Ala., at the 17th annual meeting of SPIB subscribers in New Orleans on April 9.

Belcher related the problem that has arisen in the consideration of this proposal and the general feeling that has developed that *American Lumber Standards* sizes should not be reduced unless it is definitely established that these sizes are minimum after seasoning to a specific moisture content.

Belcher announced that J. Kirby Herndon of Houston, Tex., who has represented Southern pine on the American Lumber Standards Committee for seven years, had resigned and that Earl M. McGowin of Chapman, Ala., had succeeded him. McGowin plans to attend the hearing on the subject by the American Lumber Standards Committee in Washington, D. C., May 16.

Chairman Belcher explained reasons why the Comptroller General of the United States ruled recently that it is entirely legal and appropriate for government contracts to require grade-marking as a quality control measure. "Without doubt," he said, "our SPIB program and the grade-marking system of the lumber industry today are in a much stronger position than ever before as a result of this investigation and the conclusion reached that the grade-marking requirement is entirely legal and affords a needed protection to the buyer."

Secretary - Manager A. S. Boisfontaine gave a detailed explanation of the developments that led to the decision by the American Lumber Standards Committee to hold an open hearing on the proposal to have ALS sizes apply at specific moisture contents. He said that the pressure for action has come from the Federal Housing Administration and Federal lumber procurement agencies.

Boisfontaine indicated that an attempt is being made by West Coast shippers of green lumber to make it appear that this move has been instigated by the Southern pine region, because the Southern Pine Assn. for many years has included maximum - moisture - content provisions in its grading rules. He said that this is not so, "although the sentiment in the Southern pine region is overwhelmingly in favor of the idea."

"There is more public interest today in the proper solution of this problem than ever before," Boisfontaine declared, "and specifiers and buyers are becoming insistent

that these national lumber standards should fully protect their interests."

The following were elected to serve as SPIB board members for the ensuing year: J. K. Barrow Jr., Barrow Manufacturing Co., North Carolina; Brady Belcher, W. E. Belcher Lumber Co., Alabama; M. C. Colvin, Holly Hill Lumber Co., South Carolina; Tom DeWeese, A. DeWeese Lumber Co., Inc., Mississippi; E. C. Gates, Fordyce Lumber Co., Arkansas; J. K. Herndon, Kirby Lumber Corp., Texas; E. C. Johnson, J. A. Bentley Lumber Co., Louisiana; R. B. Malcolm Jr., Dierks Forests, Inc.,

Oklahoma; G. B. Saunders, Alexander Bros. Lumber Co., Georgia; W. F. Walker, Dantzler Lumber & Export Co., Florida.

At a meeting of the newly-elected board, Brady Belcher was re-elected as SPIB chairman, and R. B. Malcolm Jr. as vice-chairman. Boisfontaine was reappointed secretary-manager and treasurer.

WHAT'S COOKING among Wholesalers?
Read the June issue of **SOUTHERN BUILDING SUPPLIES** — and find out!



ALABAMA's 4-A Packaging Preferred by Profit Minded Dealers

You can increase your profits by reducing costs . . . and that's where ALABAMA's 4-A Packaging comes in! For instance, ALABAMA's Smoothedge Cornalath comes in sturdy wood packages—designed to fully protect this 4-A Quality Product in shipping, handling and warehousing. Customers are always satisfied and costly damage claims eliminated.

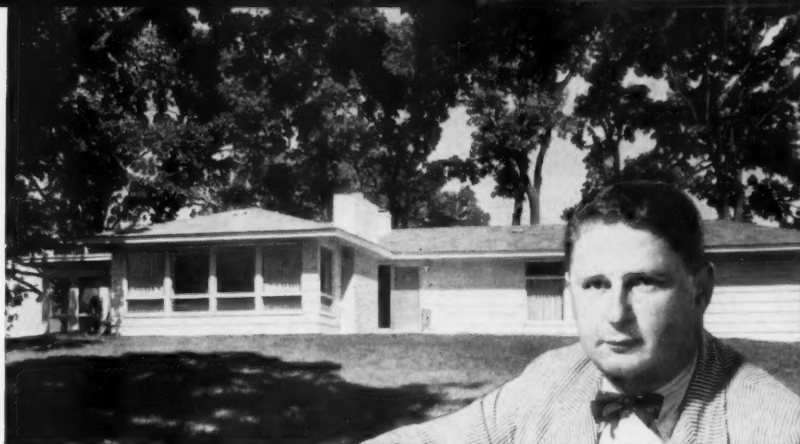
Further, ALABAMA's wood package handles easier with fork lift equipment . . . stacks higher and neater, conserving valuable warehouse space!

Yes, ALABAMA's superior packaging is designed to save you money . . . are you taking advantage of it?

ALABAMA
Metal Lath Company

3245 Fayette Ave.
P. O. Box 992
Birmingham, Ala.

"We use Andersen Windows exclusively because of their excellent acceptance by people we sell to," says Marshall Erdman of Marshall Erdman Associates in Madison, Wisconsin. "When we tell prospects about Andersen WINDOWALLS, they recognize a name that stands for quality."



"Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we save \$100 per house by eliminating service callbacks."



"A pleasing variation in window treatment is easy with Andersen Flexivents," writes Mr. H. M. Abele, president of Atlas-Tennessee Corporation of Knoxville, Tennessee. "This variation helps us achieve interesting variety using a minimum number of different floor plans."



"We find Flexivents eliminate callbacks for servicing after owners have moved in," says A. S. Battiato of A. S. Battiato Construction Co., Omaha, Nebraska. "These wood window units are a help in merchandising our homes to both men and women prospects."



These project builders tell how Andersen Flexivents® help sell homes...fast!


More home buyers and planners know Andersen WINDOWALLS by name than any other window on the market! These prospective customers prefer Andersen Wood Window Units by a margin of 7 to 1. This nationwide acceptance of Andersen quality and window beauty can be a sales stimulator for you... can help you sell the homes you build—*fast!* High in quality, low in cost, the versatile Flexivents are proving to be a prime selling feature for project homes in every price range. Look into the extra advantages of Andersen Flexivent Windows for the next project you plan or build!

Get complete information from your lumber dealer, see Sweet's Files, or write Andersen Corporation, Bayport, Minn.

Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

AW ANDERSEN CORPORATION • BAYPORT, MINNESOTA

Available to lumber and millwork dealers in your
community from complete stocks
of these distributors . . . 

ALABAMA

Birmingham Sash & Door Co. *Birmingham*

FLORIDA

Huttig Sash & Door Co. *Jacksonville*

GEORGIA

Huttig Sash & Door Co. *Atlanta*

KANSAS

Rock Island Wholesale Co. *Wichita*

United Sash & Door Co. *Wichita*

KENTUCKY

Huttig Sash & Door Co. *Louisville*

Weyerhaeuser Distributing Yard, *Louisville*

LOUISIANA

Davidson Sash & Door Co.

Alexandria, Lafayette, Lake Charles

New Orleans Sash & Door Co. *New Orleans*

United Sash & Door Co. *Baton Rouge*

MARYLAND

Morgan Millwork Co. *Baltimore*

MISSOURI

American Sash & Door Co. *Kansas City*

Huttig Sash & Door Co. *St. Louis*

Toombs & Co. *Springfield*

NORTH CAROLINA

Huttig Sash & Door Co. *Charlotte*

OKLAHOMA

General Sash & Door Co. *Tulsa*

TENNESSEE

Huttig Sash & Door Co. *Knoxville and Nashville*

Memphis Sash & Door Co. *Memphis*

TEXAS

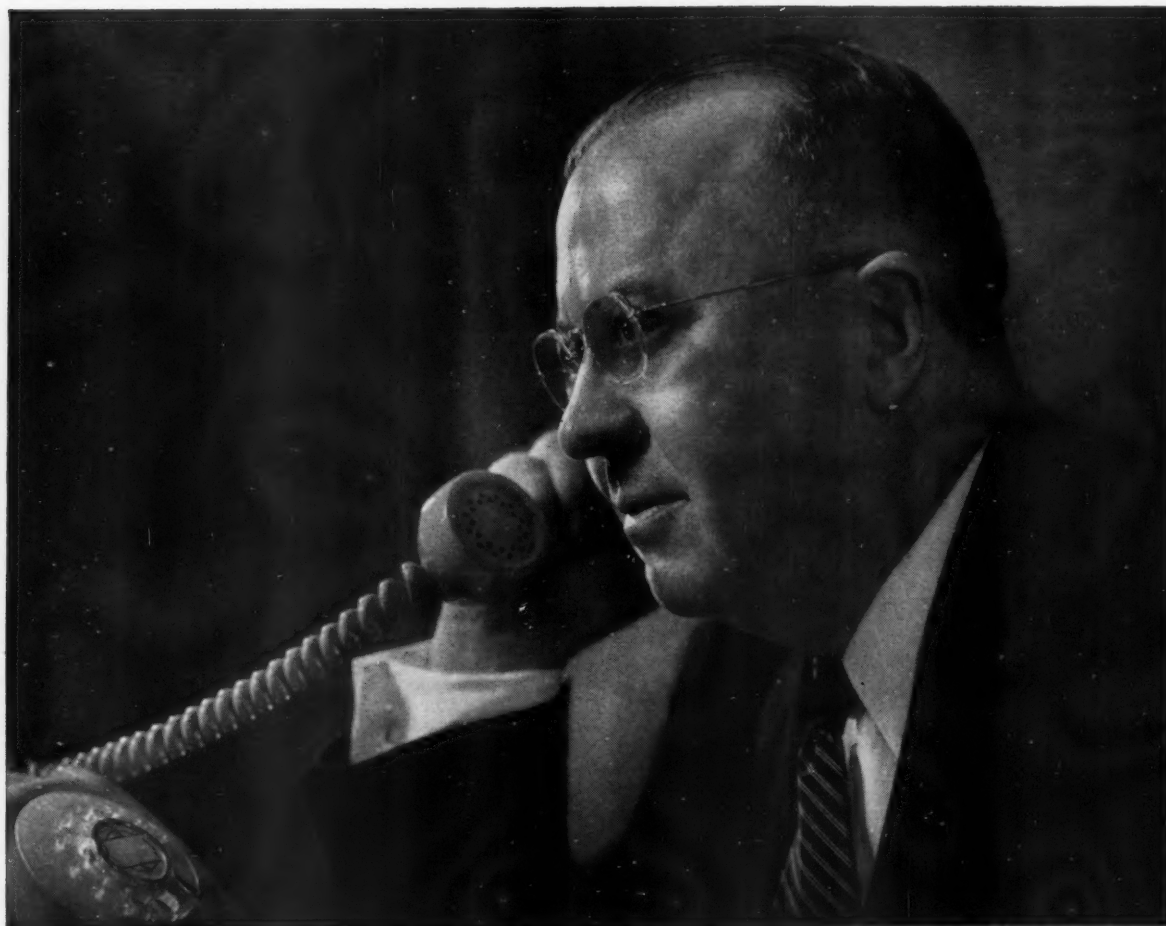
Davidson Sash & Door Co. *Austin*

Huttig Sash & Door Co. *Dallas*

VIRGINIA

Huttig Sash & Door Co. *Roanoke*

Morgan Millwork Co. *Arlington*



DONALD C. POWER

Portrait By Fabian Bachrach

General Telephone shows gain of 140% in Payroll Savings Plan

"The qualities of thrift and good management are just as important to the individual worker as they are to the man who operates a business. Setting aside a little of what you earn today for emergencies or future plans is sound policy for everyone.

"That's why I am so enthusiastic about the way our General Telephone System employees have been purchasing U.S. Savings Bonds by the Payroll Savings Plan. In a recent person-to-person canvass which put Payroll Savings Application Blanks in the hands of our employees, enrollment in our Payroll Savings Plan increased from 5,838 to 14,156—a gain of 140%.

"It is fortunate that the world's safest investment benefits both the buyer and the United States Government that serves and protects him."

**DONALD C. POWER, President
General Telephone System**

Encouraging *your* employees to join *your* Payroll Savings Plan is good business for *you, them* and *your* country. Your State Director will gladly help you install a Payroll Savings Plan or revitalize a present one. Phone or write the Savings Bonds Division, U.S. Treasury Department, Washington 25, D. C.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN BUILDING SUPPLIES



STANLEY

THIS NATIONALLY KNOWN TRADE MARK

Plus



**THIS SEAL (GUARANTEES CONFORMANCE WITH FHA REQUIREMENTS)
on YOUR WINDOWS**

Equals

MORE \$ALES\$ FOR YOU!



Write today and find out WHY!

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders' hardware • door controls aluminum windows • metal parts • coatings • steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany.

Stanley Building Specialties Company
Subsidiary of The Stanley Works of New Britain, Conn.

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Stanley has been making money for smart dealers and distributors for over a hundred years... tell me how!

Please send complete information on:

Jalousie Windows and Doors ☐ Awning Windows ☐
Tub Enclosures ☐ Horizontal Sliding Windows ☐
Jalousie Strip Hardware ☐ Thresholds ☐

I am a Dealer ☐ Distributor ☐

Name

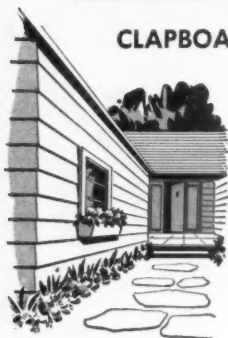
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City.....Zone.....State.....

RUBEROID

LEADERS IN ASBESTOS BUILDING PRODUCTS

CLAPBOARD AUTOCLAVED SIDING



Fireproof! Will never rot or wear out and is absolutely safe from termites. Exclusive Duroc® finish seals in color beauty, seals out dirt. Autoclaved to eliminate shrinkage.

VIRTUALLY NO MAINTENANCE! Ruberoid Autoclaved Clapboard needs no paint to preserve it. Simple hosing renews original beauty. In white and four decorator colors.

VITRAMIC® SIDING

Self-cleaning asbestos siding with a vitreous ceramic surface — a lifetime baked-on finish! Repels dirt, needs no paint. Fireproof, rotproof, weatherproof. Assures life-of-the-building beauty in white and seven beautiful shadow-effect colors.

AMERICAN THATCH® ROOF SHINGLES

(Pat. No. 2,687,701)



Available in a wide range of new decorator colors for every homeowner's taste. Each shingle is protected by the exclusive Duroc® finish . . . butts fastened with copper storm anchors . . . a roof that never wears out!

**ADD THESE PROFITABLE ITEMS TO YOUR LINE.
CALL THE MAN FROM RUBEROID TODAY.**

Stonewall Board



Easy-to-apply building board for farm, industry and high style residential construction. Permanent, weatherproof, fireproof, rotproof. Never needs paint to preserve it.

PANELSTONE®



Smoother, more flexible building board combines hard, dirt-resistant finish with permanent protection against weather.

LEADERS IN ASPHALT BUILDING PRODUCTS, TOO!

For added profit, consider Ruberoid's top-selling asphalt building product line. Particularly . . .

LOK-TAB® and TITE-ON® roof shingles — with *new wind warranty* against blow-offs! Shingles hold down — even in a hurricane!

SUBURBAN® roof shingles — beautiful de luxe strip shingles . . . smooth surface or striated texture for the popular "shake" look.

Also . . . FIBERGLAS® BUILDING INSULATION . . . high efficiency batts and roll blankets, with or without aluminum foil . . . pouring wool . . . perimeter insulation.

*Reg. T. M. OCF Corp.

The RUBEROID Co.

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ASPHALT AND ASBESTOS BUILDING MATERIALS

TIPS ON SELLING

EXT-DFPA®

EXTERIOR-TYPE (EXT-DFPA)

fir plywood is made with 100% waterproof glue for permanent exposure to weather or water. The EXT-DFPA brand on the panel edge provides positive identification. Look for it!

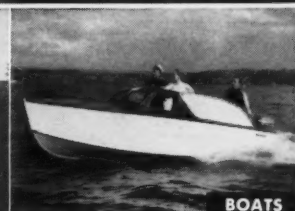


PROFITABLE: You'll find new sales opportunities every day when you stock Exterior-type fir plywood (EXT-DFPA) in an adequate range of grades and thicknesses. Sell EXT-DFPA for construction uses, fences, outdoor furniture, boats and other marine applications, farm structures, signs—for any use requiring permanent exposure to weather or water.



SIDING

EXTERIOR TRIM



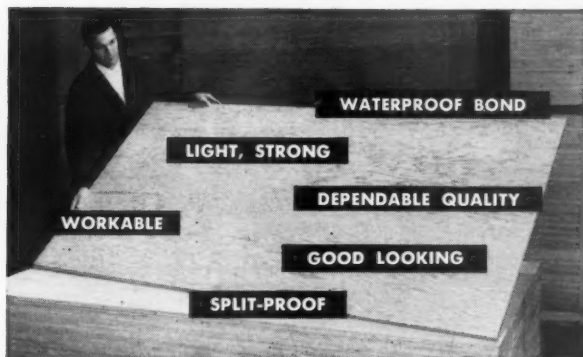
BOATS



FARM BUILDING



INDUSTRIAL USES



SALEABLE: Exterior-type (EXT-DFPA) has the full range of fir plywood sales points—lightness, strength, rigidity, impact-resistance, workability—plus the added feature of a completely waterproof glue-line. There's a full range of appearance grades, including the new premium solid core MARINE EXTERIOR, made especially for boat-hull building.

PROMOTABLE: Get DFPA sales helps—boat plans, farm plans, outdoor furniture plans . . . displays, ad mats, envelope stuffers. Catalogs and data for your contractor and industrial customers, too! All are designed to tie-in with DFPA national advertising, to help you sell more. Write for samples, complete information.



INSIST ON DFPA GRADE-TRADEMARKS

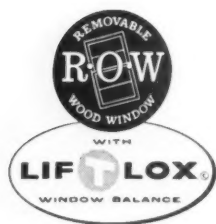
You protect your reputation (and repeat sales) when you sell fir plywood carrying the DFPA trademark—your assurance of quality-tested panels.

FOR COMPLETE INFORMATION

about fir plywood sales tools, including samples, write (USA Only) Douglas Fir Plywood Association, Tacoma 2, Wash.

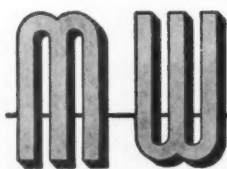


The windows with **SALES-TOUCH!**



Let your customers try it — you'll be surprised how many will buy it because ROW Lif-T-Lox easy lift windows sell themselves if given a chance. Here is a window with a genuine sales touch of its own! Pressure of the fingers does it — that's all it takes to open, close and remove this beautifully designed, marvelously balanced Lif-T-Lox window sash.

Lif-T-Lox window sash is Removable, too, for easy, convenient cleaning and painting — a feature that also reduces breakage during construction and lowers cost. And the self-contained Lif-T-Lox window balance "stays put" automatically when sash is removed. There's nothing like it! Ask for details about M W's Merchandising plan. There's no obligation.



MANUFACTURED BY

Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Formerly Known as R-O-W Distributors



"SISALATION becomes real Profit-Maker as aluminum foil popularity grows," say dealers.

Why not reap the benefits of the current promotion of aluminum foil by pushing Sisalation Foil-type to your customers. Remember it has *extra* advantages for your customers, because it combines aluminum foil with tear-proof Sisalkraft.

Here's a quality reflective insulation and vapor barrier for side-walls, ceilings and floors. Ideal too for attics, basements and garages.

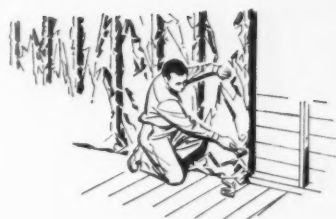
Your sales story? Sisalation is extremely low in cost. It's easiest to apply because it's *tough*. Helps prevent condensation damage — saves fuel bills. A good name behind it, too!

Available in 36" and 48" widths — specify Foil-type or regular. Write for free samples, stuffers and other sales aids.

American SISALKRAFT Corporation

Chicago 6 • New York 17 • San Francisco 5

In Canada Sisalkraft products are sold under the following names: Orange Label Fibreen, Sisalation, Copper Armored Fibreen, Fibreen Vaporstop, Fibreen Moistop — contact Alexander Murray & Co., Ltd., Montreal



Other Products in the SISALKRAFT LINE

Orange Label Sisalkraft — Water-proof, reinforced building paper

Sisalkraft Moistop — Permanent vapor barrier

Sisalkraft Vaporstop — Rot resistant vapor barrier

Copper Armored Sisalkraft — Electro sheet copper for concealed flashing and waterproofing

Sisalite — Pure polyethylene film

Sisal-Glaze — New plastic glass replacement



NEBRASKA It's so easy to fit Key-Wall around obstructions in block walls, such as electrical conduits, ducts and pipes. Simply cut mesh and place around obstacle, as pictured during construction of the National Guard Armory & Vehicle Field Storage Building in Lincoln. Key-Wall was used throughout the building. The contractor liked the stronger walls, the lower cost and compactness he got with Key-Wall. There is an advantage in using materials that building tradesmen like.

Schaumburg & Freeman, architects, Lincoln; Kingery Construction Company, general and masonry contractor, Lincoln.

ARIZONA Production line methods were used in building five hundred 8" cinder block homes under the Wherry Project Act on the Ft. Huachuca Army Base. Masonry of all the homes was reinforced with Key-Wall. "We got stronger walls with 5 courses reinforced with Key-Wall than with 3 courses reinforced with another type, and the additional Key-Wall cost no more," states the Rubenstein Development Co., Phoenix. "We're satisfied."

Blanton & Cole, architects, Tucson; Rubenstein Development Company, general contractor, Phoenix; Michael Guida, masonry contractor, Phoenix.

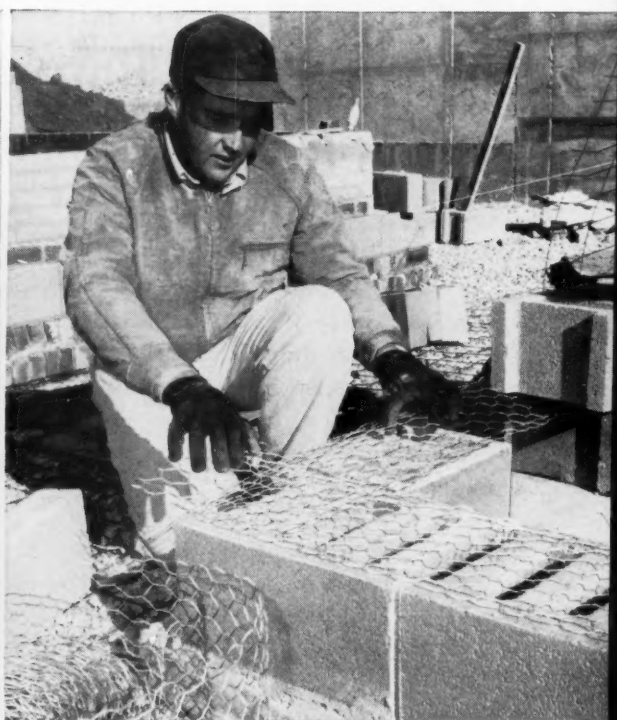
memo to dealers:

Builders everywhere are switching to



TEXAS To reduce shrinkage cracks, a fireproof concrete masonry partition in the new Dallas Memorial Auditorium was reinforced with Key-Wall. Research shows that Key-Wall gives effective resistance to cracks resulting from shrinkage of masonry. Just one of the many advantages you get when you specify and use Key-Wall. What's more, masons and helpers like to use it on the job. They don't have to be checked to be sure it goes in.

George L. Dahl, architect, Dallas; R. P. Farnsworth Inc., general and masonry contractor, Dallas.



MISSOURI John Drews, masonry superintendent, finds it easy to reinforce corners with Key-Wall in constructing the Scudder Grade School, Robertson. Here, he is lapping Key-Wall at a corner without adding thickness to the joint. It's quick and easy to do. Short lengths of Key-Wall may be cut and used without reducing reinforcement strength.

Charles W. Lorenz, architect, St. Louis; Hankins-Hinrich Construction Co., general contractor, Clayton; Roy Elam, masonry contractor, St. Louis.



ILLINOIS The beauty of the Tam O'Shanter Country Club bathhouse will last for years with walls reinforced with Key-Wall. You get increased lateral wall strength with this easy-to-handle masonry reinforcement. There's no better buy.

*Samuelson & Sandquist, architects, Chicago;
George S. May Business Foundation, general
and masonry contractor, Chicago.*

key-wall

galvanized
masonry
reinforcement



WISCONSIN Buildings, rising as part of the Silver Springs Industrial Subdivision in Menomonee, have exterior walls reinforced with Key-Wall. For exceptionally effective reinforcement, Key-Wall is the best value. The subdivisic



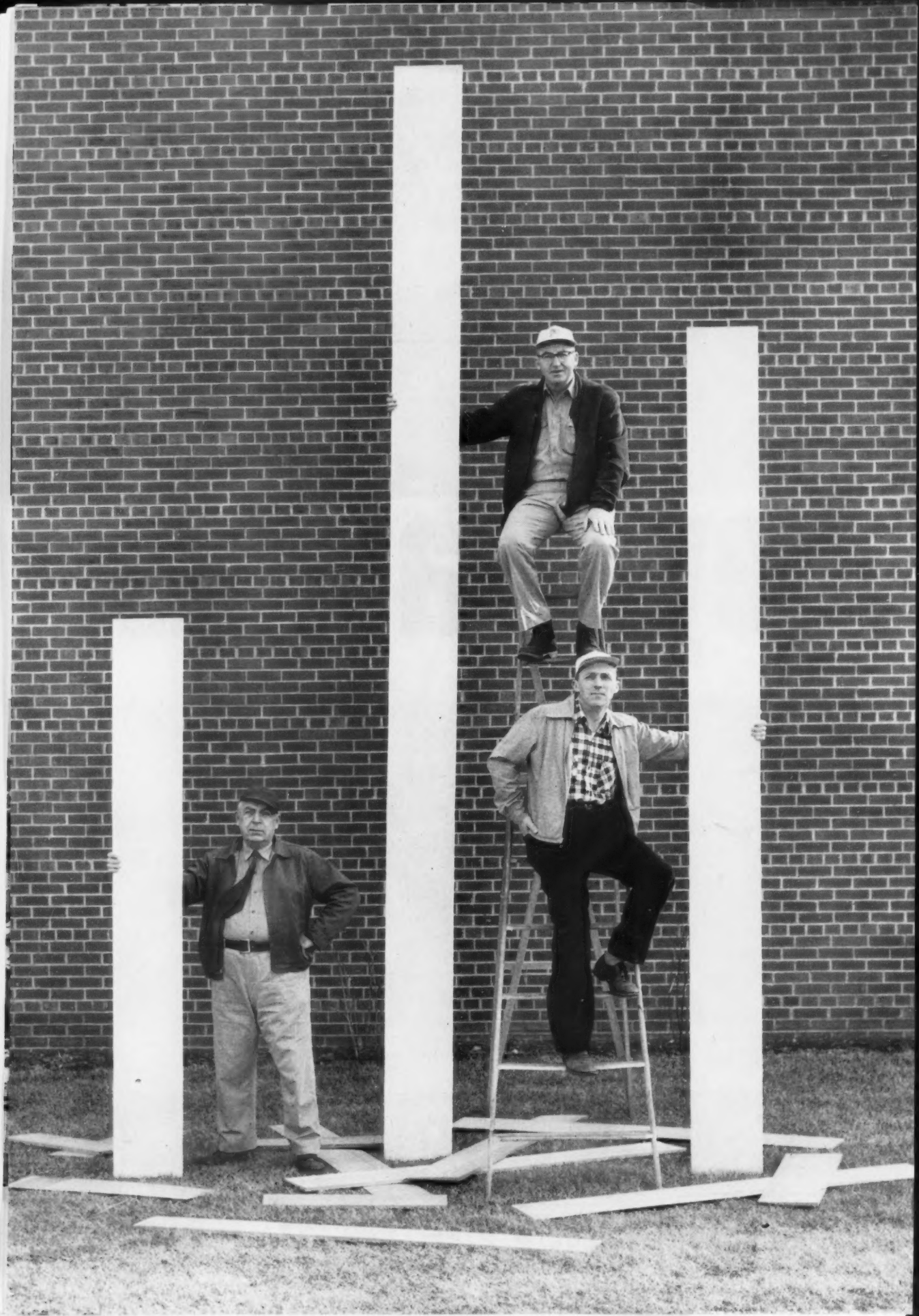
located near Milwaukee, is being developed for 50 small and medium size companies.

*John P. Bruecker, Architect, Milwaukee;
Megal Construction Company, general and masonry contractor, Butler.*

Key-Wall comes in 200 foot rolls. Made for the following wall thicknesses: 4", 6", 8", 10", and 12". Available through leading building material dealers. For name of nearest dealer write Keystone Steel & Wire Company, Peoria 7, Illinois.



KEYSTONE STEEL & WIRE COMPANY
PEORIA 7, ILLINOIS



Now you don't have to handle short siding lengths

*...and this new kind of siding
saws and nails like finest wood!*

Do you realize how much it costs you to handle short pieces of siding? Now you can reduce that expense almost to zero, by stocking new Insulite Primed Siding!

Insulite's horizontal Primed Siding is made in long lengths *only*. It's $\frac{1}{2}$ " thick, 12" wide, and lengths are 8', 12' and 16'. You are never required to take *any* undesirable sizes. You never need to have a man sorting or grading Insulite.

You won't get short pieces back from jobs, to be rehandled or closed out at mark-down prices.

And here's what your builders want to hear: there is *no* nail-hole drilling, *no* difficult sawing, with Insulite's new siding. It looks like wood, works like wood—but has no knots or splits. Comes factory primed, for fast, low cost painting. Three types—lap siding, grooved 4' x 8' panels and plain 4' x 8' panels—all delivered in wrapped packages.

Want more information? Write us—Insulite, Minneapolis 2, Minnesota.

New **INSULITE®** Primed Siding



Insulite, made of hardy Northern wood. Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



Resists paint blisters. In three years of weathering, Insulite Primed Siding has shown exceptional resistance to paint blistering. Laboratory test above shows paint failure on ordinary siding, but no blisters on Insulite.



Adds new beauty. Notice the de luxe appearance of side-walls with $10\frac{3}{4}$ " exposure of horizontal Insulite Primed Siding. Notice, too, the handsome contrast of Insulite's vertical grooved panels on gable end. It's new, fresh styling!



SUPERIOR
RESISTANCE TO
Weathering

MONARCH METALANE WEATHERSTRIP

Weathering, or vulnerability to atmospheric attack, was formerly a universal deficiency in metal weatherstrip. Pitting, discoloration, corrosion, or other inherent weakness were simply accepted as penalties to obtain the comfort and protection provided by metal weatherstrip. However, MetaLane® eliminated the defects, and established several more advantages to improve the comfort and protection of metal weatherstrip. MetaLane is primarily an aluminum alloy produced to Monarch's exacting specifications for strength, hardness, resiliency and formability. Monarch first inspects, cleans and surface etches it. It is then processed through a continuous strip anodizing machine, using a sulphuric acid electrolyte^①, to produce an anodic oxide coating with billions of pores which are finally sealed with a permanent lubricant^②. Similar to an Alumilite finish, Monarch processing includes other exclusive treatments that greatly increase the life and efficiency of MetaLane.

Added to its extreme resistance to weathering^③—

atmospheric attack—MetaLane is virtually impervious to corrosion^④ and normal abrasion and wear^⑤; operates with minimum friction; won't stain or collect dust; keeps its glass-like satin appearance, and will retain its unmatched weather-seal qualities for the life of the doors and windows on which it is installed.

Every door and window unit you buy and sell should be equipped with Monarch MetaLane Weatherstrip for the ultimate in value, long service and protection.

① "... coatings made in sulphuric acid electrolyte ... offered substantial improvement over other coatings."—"Anodic Coating Of Aluminum" by J. D. Edwards, Aluminum Company of America.

② "In addition to sealing, some (sealing) materials also function as surface lubricants."—*Ibid*

③ "Alumilite coatings have been used for more than 20 years and ... have been very effective in protecting against atmospheric attack."—"Quality Of Alumilite Finishes" by Aluminum Company of America.

④ "... anodic coatings provide effective protection against weathering and corrosion."—"Anodic Coatings On Aluminum," J. D. Edwards and F. Keller, Iron Age, 1946.

⑤ "Anodic coatings ... provides greatly increased resistance to abrasion."—*Ibid*

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.



MAY
1957

**SOUTHERN
BUILDING
SUPPLIES**

Add-a-Room Plan Steps Up Big Sales

By L. H. HOUCK

»An add-a-room, or more, completely packaged unit developed by the W. B. Jones Lumber Company in Turner, Kansas, makes a dealer-packaged small home or duplex a near reality for residents of the Kansas City territory!

The basic unit, called a Crown Room, is a 16x16-foot pre-fabbed room which can be added to any house. Two larger sizes are made. The panel construction of all units is the same, only the dimensions are changed.

Foundations, footings, and excavations are eliminated by supporting the unit on four or more stout beam "stilts," which have their lower ends embedded in a small concrete pier. Since these "stilts" may be varied in length, the added room can be established on level or sloping ground with equal facility. These vertical beams carry the weight.

The underflooring is both creosoted and insulated.

Ed Mulhern, conceiver and developer of the add-a-room packaged plan described in this article, is seen above in the prototype room where he completes most of his sales. Swords on the wall and other trophies make conversation pieces. Another view of this "Crown Room" is seen at right. Choice of wall paneling and flexibility of combining units make it most popular for home expansion projects in the Turner, Kan., area.

As package deals go, this by Jones leaves nothing to be desired on the part of either the buyer or the seller. The buyer can't buy anything for it somewhere else because it's already all there. The retail lumber dealer makes all the sale — not just part of it.

The Jones Lumber Company sells every detail — the room, paneling, roof, plumbing, light fixtures, kitchen sink, range, garbage disposal, refrigerator, or bathroom. Jones sells it all, makes no separate prices, but still permits

some selection of accessories.

In appearance it has a new look — a look enhanced by distinctive leaded glass windows which only cost about \$4.50 per sash. Window sash comes from stock, regular glass is removed, and leaded panes installed. The leaded glass is made by a large stained-glass window firm in Kansas City.

The ability to use a small add-a-room unit and a large unit, two small ones and a large one, offers any number of combinations without adding to cost.

The deal can be used to:



Add a room to an existing home.
Make a duplex of a single family home.

Make a duplex to rent.

Start a new home with one unit.

Make a complete home unit.

Each single unit or combination of units offers a built-in headache remedy for the buyer. He need not worry over how a unit can be attached to his home, where the labor or the money is coming from, or what it's all going to cost. Whatever deal he buys, it is sold complete, usually without a down payment and on 5-year FHA approved terms. All the units are approved for FHA Title I five-year loans.

The buyer gets a good idea of how it will look from both the outside and the inside of his house from scale-drawn engineering plans, submitted to him to show what is to be done but not how or at what cost.

This interesting new unit was designed by Ed Mulhern, a newcomer to the retail lumber field, who became manager of the Turner, Kansas, yard of the W. B. (Jack) Jones Lumber Company, last July, after Jack Jones told him to come up with an idea. He named his idea, "The Crown Room."

Mulhern is a professional engineer and a former lieutenant-colonel in the United States Air Force, with a record of active service all over the world during World War II and the Korean conflict. Undoubtedly he drew from ideas he found in far parts of the world, because it undeniably has an exciting "Old World" touch with hewn beams and leaded windows.

If he had added wings his Crown Room could not have gone over better — or faster. A prototype of one (of the three sizes) was set up in the Turner yard last December.

Located on railroad sidings, the Turner yard was originally designed as an unloading yard for the main store at 78th and Wornall. It is notoriously hard to find, even for experienced Kansas Citians. The new unit was unveiled at this yard purposely as a test of public interest. And the number that took the trouble (sometimes half a day) to find it, proved the big surprise of the year.

Public interest and acceptance has been almost overwhelming! The new unit had been announced in December with one advertisement. By late February, as many as 100 persons had been visiting

A single publication of this three-column, seven-inch advertisement in the Kansas City newspaper last December started local home-owners and other citizens talking about the Jones Lumber Company's "Crown Room." It also started them to inspecting and buying units for additions to "too small" homes. The exterior of the Crown Room is seen on our S-B-S cover this month. It features beamed ceilings, leaded windows, and choice of 10 interior wood panelings. It is planned with or without bathroom and kitchen nook.

the yard in a day — with biggest crowds looking on Sunday afternoons between 2 and 6.

The Crown Room has wide interest for a variety of people: those who want an extra room; those who want extra income; those in retirement who want a low-cost home, and those who want to provide multiple housing at beaches and resorts.

One buyer was a retired couple who were looking for a trailer, Mulhern said. When they saw the Crown Room they liked it — and when they found they could start a three- or four-room home with one unit, they bought.

Another man bought 20 for a vacation lodge project.

Units are manufactured at the Turner yard in three sizes—16x16, 16x24, and 16x32 feet. All but the smallest can have bath and kitchen.

The unit is virtually soundproof. It has interior wood paneling which the customer can select from some 18 types, varying slightly in price. Flooring is prefinished pegged hardwood.

Any unit can be attached to any house where a three-foot space is available. Prefinished materials are used throughout in every place possible. The baseboard is prefinished electrical conduit, with outlets every 60 inches.

"Prefinished materials are higher in first cost but save an awful

lot of expensive labor," Mulhern explained. "The savings in labor keep the cost down and help us sell items with higher mark-ups than plain lumber. We don't make a profit on labor."

Complete control of every detail of the finished unit in the package price includes even the built-up tar and gravel roof. This is installed by a roofing company, on which Jones takes a commission of 10 per cent.

The selling routine for a Crown Room starts when a prospect calls at the yard to look at the display model. Mulhern arranges to go to his home and make a sketch of the present floor plan. There, this dealer suggests a place for the unit to be attached — usually at an existing window or a door.

Back at the office, Mulhern makes a sketch of an exterior elevation, showing how the unit will look installed. When all sketches have been made, he figures a firm cost and then negotiates the signed order. The plans were furnished free. But now the Jones Lumber Company charges \$40 for the plan service, which is refunded if a purchase is made.

Two men can erect a unit in five days. Erection is farmed out to contractor-carpenter customers of the Jones yard. Giving this work to their own customers, instead of developing a special crew, (See ADD-A-ROOM PAYS page 78)

You've Never Seen Anything Like This!

ADD THIS ROOM TO ANY HOUSE

Big Family Size
CROWN ROOM
Completely Finished by Contractors in 5 Days.

\$1995

BASIC PRICE
NOTHING DOWN
5 YEARS TO PAY
SEE IT BEFORE YOU BUY!
Visitors from Over 2000 Miles Away
Enter Cost



Forget every fact you've ever heard about adding a room! This new CROWN ROOM is entirely different! The cost is just about half of what you've been told. And this room can attach to any part of your house where a three-foot-wide space is available. The De Luxe 16'x24' CROWN ROOM with bath and "vanishing kitchen" is ideal for the home with two-families-under-one-roof.

The basic unit comes complete with heating plant, fixtures, baseboard wiring and decorator styling. The CROWN ROOM is completely detached from the house proper and is almost 100% soundproof! Available with de luxe imported wood paneling, ranch-styled beamed ceiling, pegged hardwood flooring, leaded glass windows. Plus many many features you've got to see!

"Do-it-Yourself" Plans and Materials Available at Big Savings

W. B. "Jack" JONES LUMBER CO. KANSAS YARD
5621 Kansas Avenue, Turner, Kas. DR. 1-6243

S-B-S SURVEY TRACES DEALER SERVICE TREND

Homebuilding and Repairs Off, Harder to Finance

»» "Tight money" and the more satiated market for new residences at all-time high costs have caused lumber and building material dealers to withdraw slightly from the homebuilding market, the 1957 annual S-B-S survey of services performed by dealers in the 18 Southern and Southwestern states reveals.

It shows the natural reaction of more dealers offering established discounts to contractors and applicators — as these factors carried on greater percentages of such construction business.

Surprising trends in dealer services that appear to be somewhat "off-beat" in the market are:

More dealers are contracting and erecting "other buildings" — commercial and institutional.

Despite all the fanfare over OHI (*Operation Home Improvement*), fewer dealers report activity in home modernization and repairs. (This is hard to understand, since there are more sales and net profits available here than in most any other phase of the average Southern dealer's market for materials and services.)

Here is the box score on the services dealers in the South-Southwest render, as tabulated from the survey SOUTHERN BUILDING SUPPLIES completed in March. The figures in *italic type* indicate the 1956 survey results, and those in () are the 1955 survey findings:

Dealers who build under contract: HOMES, 33% — 37% — (30%). FARM BUILDINGS, 26% — 29% — (27%). OTHER BUILD-

MORE DEALERS OFFER DISCOUNTS

INGS, 26% — 11.2% — (28%).

Dealers who remodel and repair under contract: HOMES, 38% — 43% — (37%). OTHER BUILDINGS, 32% — 37% — (31%).

Dealers who build "inventory homes" — 13% — 15% — (11%).

Dealers who erect prefabricated homes — 3.4%.

Dealers who SELL AND APPLY: ROOFING, 37% — 45% — (45%). SIDING, 37% — 44% — (44%). INSULATION, 37% — 43% — (41%). PAINTS, 33% — 41% — (34%).

Dealers who sell and install: KITCHEN APPLIANCES, 18% — 20% — 13%. FANS, 17% — 16% — (12%). BATH FIXTURES, 20% — 20% — (15%).

Dealers who arrange mortgage financing: for HOMES, 39% — 54% — (41%). FARM BUILDINGS, 24% — 5% — (24%). OTHER BUILDINGS, 25% — 36%

— (27%).

How dealers finance installment sales through FHA Title I or conventional loans: national banks, 31% — 34% — (34%). Building and loan associations, 23% — 34% — (32%). Special finance firms, 22% — 30% — (30%). WITH OWN CAPITAL, 15% — 19% — (20%).

Dealers who offer the new kind of consumer credit — Revolving Charge: 22%.

Dealers who give regular discounts: TO CONTRACTORS, 59% — 48% — (51%). TO APPLICATORS, 32% — 16% — (15%).

How dealers provide delivery service: FREE DELIVERY, 85% — 93% — (84%). CHARGE FOR DELIVERY, 11% — 3%. NO DELIVERIES, 1% — 3% — (4%). (Note: these percentages do not add to 100% because all dealers did not answer this question.)



The popularity of houses built of concrete blocks creeps from Florida and Gulf states northward in the deep South. More homes and other buildings are finished with exposed, painted block walls inside. Elsewhere, dealers are planning and building more split-level homes. They are siding more houses with lumber and cedar shakes.



Builders Super Mart Scores in Tiny Warsaw

» Built three years ago, the 15,000-square-foot Builders Super Market at Warsaw, Virginia, now is as modern and convenient for both personnel and patrons as it was when it was opened in July, 1954. It is another *Operation Store Improvement* that has paid off in profits from customer satisfaction!

This modern building supply mart is located between the Rapahannock and Potomac rivers at the gateway to the historic Northern Neck of Virginia. With a population of just 635 persons, Warsaw is the "trading post" for a rural section of farmers and fishermen, and for an increasing flow of tourists and summer colonists.

At the Builders Super Market they are delighted to find as complete a building supply store as may be found in many of America's largest cities — with all the comforts and conveniences of modern department and chain stores.

The Builders Super Market was conceived by Robert C. Carden Jr. and associates. Having founded the Potomac Supply Corporation in nearby Kinsale in 1947, they foresaw the need for such a retail establishment in the Northern Neck to meet the great demand for building materials.

Robert C. Carden Jr., president of the Potomac Supply Corporation, at right proudly points to one of the pipe-holding racks he devised. They compactly store pipe along the concrete wall of the inside driveway of the warehouse portion of the Builders Super Market. He had the racks welded from angle iron formed of and welded for this "Better Way." Above, Dan Pritchard, manager of the super mart, helps a customer to select the type of house he likes from the gallery of homes for which the firm drew plans and furnished materials. The owner, address, and cost are printed under each house photograph.





Carden had been with Larus Brother and Company, tobacco producers, for 25 years when he "retired" as vice-president and advertising manager. Thomas M. Brooks was a veteran Virginia lumberman, with yard interests in Ashland, Williamsburg, and Richmond. Harry S. Muller, a graduate of N. C. State College in forestry, is vice-president and manager of the firm. Before joining the Potomac enterprise as office manager and comptroller, Robert M. Norris Jr. had been a local banker.

The Builders Super Mart is departmentized with easy-to-shop displays of builders hardware; bathroom fixtures and plumbing supplies; floor - covering shop; paints and wallpaper; Hotpoint appliances; lighting fixtures, and electrical supplies; marine supplies including boats, motors, and fishing tackle; millwork, lumber, and other building materials.

Customers and mechanics may drive up to warehouse doors — or into the warehouse — for easy, quick loading of their purchases.

The store is air-conditioned and well-lighted for comfortable shopping, browsing, or mere visiting. Push baskets are available for shoppers to use in selecting and gathering hardware, paint, housewares, and other needs. The cash register is at the front of the store for quick check-out.

Signs and pictures invite customers to take advantage of free service in planning and estimating the cost of new houses, remodeling, and additions.

Personnel make it known that easy financing of home improvements and repairs is available through a separate lending agency owned and operated by principals of the firm. Assistance is also offered in arranging mortgage loans for new homebuyers.

It all adds up to the kind of service and stocks that home-owners and builders expect building supply dealers to provide. And it (See SUPERMART SCORES page 78)

Photos below show how efficiently trucks can be loaded — and customers served — from the warehouse area of the Builders Super Market in Warsaw, Va. At top, plywood, windows, and doors are readily removed from the storage bins through doors at the shedded "drive by" side. The lower picture shows loading in "drive through" area from central platform. Building, now landscaped and fenced in at right, looked as shown above when completed in 1954.





Four-Point Safety Program Pays Off

By **BARON CREAGER**
Southwestern Editor

»»When safety awards were presented late last year to 22 drivers for Wamix, Inc., ready-mixed concrete producer of Dallas, Texas, the spotlight of attention was turned upon an unusual safety accomplishment in the construction industry in both Texas and Louisiana.

Wamix is a subsidiary of the Wesco Materials Company of Dallas. Wesco is engaged in the production and marketing of sand and gravel. Wesco has three other subsidiaries — two sand and gravel firms and a short-line railroad — all with headquarters at Lake Charles, La.

For example, through the middle of March which includes the

first seven months of an insurance year that began last August, Wesco had an accident rate of 7.1 compared with the industry's average national rate of 39.0. This rate is established by multiplying the number of lost-time accidents by 1,000,000 and dividing the result by the total number of man-hours of work.

For the insurance year of 1955-56 the Wamix accident rate was 22.0; the rate for Wesco was 31.6. Comparable records were established by the Louisiana subsidiaries. The five firms have a total of 425 employees.

Lost-time accidents have been on the decrease for these five associated construction companies

At right, Safety Director Glenn Pike chalks up the 444th day that the ready-mix plant of Wamix, Inc., Dallas, Tex., went without a lost-time accident. With him is A. E. McDaniel, safety engineer.

Above, Safety Director Pike presents a three-year safe driving award, in the form of a certificate, to J. D. Junnell, left. Junnell was one of 22 Wamix drivers who received awards for accident-free truck operations for from one to three years.

On opposite page, Safety Director Pike points out a driving hazard to Wamix truck drivers before they start their day's runs. Pike always goes over the causes of an accident as promptly as possible with a driver, to help him avoid others and quickly regain his self-confidence.





since September of 1954 when Glenn Pike, then in another department of the Wesco organization, was transferred to the newly-created position of director of safety. Later A. E. McDaniels, a safety engineer, joined Pike as assistant.

At the time of Pike's transfer, insurance premiums for the five companies were running excessively high because of the accident rate. After 2½ years, a reduction of about 65 per cent in premiums has been realized. This, of course, figures into thousands of dollars.

Pike does not consider the accomplishment of his safety department as spectacular, pointing out that such reductions in accidents are possible only through the full support of management.

"In this case, it is a foregone conclusion that management was thoroughly sold on the value of safety, not just because of the high cost of premiums, but for the sake of personnel. Management was so sold that management sold me on the idea of transferring my activities and activating this department.

"A second highly important step is the maintenance of good personnel relations. People in safety work must know personnel and they must be able to maintain communication with personnel — let the employees know what's going on.

"We have spent considerable time and money making many jobs better places to work through im-

provements in techniques and through the addition of safety guards on machines and on vehicles."

Pike believes there are four major guides to the reduction of accidents and the production of greater safety in the material or any other industry — and not the least of these is personnel education. He and McDaniels are constantly conducting classes, or meetings with a pre-determined schedule of subjects, all on company time. Most of the subjects deal with the possible hazards of all types of work.

"This type of education begins for all employees on the first day they go to work for any of the five companies," he continued.

"We hold on-the-job meetings for some groups twice a month, for other groups once a month. We always hold a meeting of employees the very next morning following an accident, regardless of how minor it might be. Those involved are all employees of the group in which the accident occurred.

"At such meetings we always stress how easy it is to have an accident and how easy it is for an accident to be serious, instead of trivial. Our purpose is to prevent the same accident for some other man in the group and this policy of considering the accident immediately after its occurrence seems to produce good results. With the circumstances of an accident fresh and timely, it seems to make a more influential im-

pression on personnel."

Pike's fourth important step is a program for the enforcement of rules and regulations established in the interest of personnel safety.

"We would dismiss an employee for negligence and disregard of rules and regulations," he said. "To prevent such indifference, we create incentives which take the form of social gatherings in some cases, and cash prizes in others."

In the matter of mechanical safety of rolling stock, Pike's safety program makes each driver responsible for the condition of his vehicle, which is serviced as he requests. However, steering and brakes are checked each time a vehicle gets a lubrication.

The Wesco Materials Company, with three plants, is the holder of a certificate of achievement from the National Sand and Gravel Association. It was awarded for a distinctive contribution to safety in the industry.

NAHB Contest to Pay Builders' Wives

Hats, homes, and wives will be involved in a contest sponsored by the National Assn. of Home Builders for small-volume NAHB home builders who put up fewer than 50 homes last year.

NAHB says the purpose of the contest is to help the small builder design, build, and market better homes.

Winning builders will receive plaques which recognize their efforts, but their wives will be awarded latest-fashion hats from the Nieman-Marcus store in Dallas, Tex.

Six monthly contests will be held, beginning in July, with entries judged on content rather than presentation, the NAHB announced.

Subjects of the six monthly contests are:

1. The builder's cost-saving secrets, drawings, photos, sketches, and descriptions. Deadline: July 1.
2. His limited budget advertising and sales program. Deadline: Aug. 1.
3. What are his materials-handling and scheduling secrets? Deadline: Sept. 1.
4. How does he sell himself to his community, and what are his contributions to increase his own, as well as the homebuilding industry's prestige? Deadline: Oct. 1.
5. Who has the best cost-estimating system? Deadline: Nov. 1.
6. Best model house presentation, together with techniques to attract the public. Deadline: Dec. 1.

Entries may be sent to the Construction Department, National Assn. of Home Builders, 1625 L Street, N. W., Washington 6, D. C.

SIX REASONS WHY

Homebuilding Market Is Still Strong and OHI Business Is Your Best Bet

»» **There's a lesson** here in the South for all of us interested in the building field. Long known as the "Nation's No. 1 Economic Problem Area," the entire South nevertheless has achieved economic growth at a more rapid rate during the post-war years than the country as a whole. The South, in fact, has made outstanding gains in recent years in employment, income, production, finance, and many more economic measures.

Yet many — perhaps most — people outside the South still fail to appreciate the substantial economic changes and progress which have been taking place in the Southern states.

As a striking parallel, building has long been called one of the nation's leading "Boom and Bust" industries, despite the tremendous forward strides which have been made in construction over the post-war years.

Just as doubt continues about the current and future economic condition of the South, there is rising concern all over the country about the future of the building industry — and various aspects of it, including the remodeling market.

But — here's the lesson — I find Southern leadership much less concerned about what others think than about actually achieving further expansion as the best possible proof that the South is moving ahead, offering its vast productive resources as well as growing markets for national and international trade.

Similarly, leaders throughout the building industry — including those here today — now have the opportunity to demonstrate that building continues to be a dynamic growing industry. Much can be accomplished simply by keeping an open mind to change, by more intensive study of customer needs, by greater at-

tention to costs, and by still better quality value, and service.

To sharpen our perspective on what lies ahead, and to help evaluate the prospects for the program you've heard described today, I'd like to direct our thinking to three basic questions: (1) Which way is American business headed this year? (2) Is the building boom over? (3) What are the conditions necessary for profitable growth this year? Let's consider each of these with some care. . . .

Speaking first of the total U. S. economy, business stands about 6% higher today than when we met at this time last year; income is also up by roughly the same amount; industrial and consumer prices have advanced more than 3%; new plant and equipment expenditures are nearly 12% higher; business borrowings have mounted more than 14%, and the cost of money has increased by roughly 15%.

While general business has advanced noticeably, many individual business lines and activities have declined. In addition to the drop in new homebuilding, with which we are all familiar, production has lagged in textiles, rubber, furniture, and primary metals. Profit margins have narrowed. And the stock market — except for utilities — has sagged pretty generally. This all adds up to a year just past in which the very favorable overall results in business tended to obscure various soft spots beneath the surface.

Now looking to the future, we can see much of the same pattern for the remainder of 1957. In fact,

the present year is rapidly shaping up as one of "Critical Cross-Currents."

On the "plus" side — that is, tending to support or expand general business over the months ahead — are at least the following forces: (1) rising personal income, perhaps 5% above the 1956 level; (2) expanding consumer buying, including a return to the market of many families emerging from heavy debts for automobiles and appliances incurred 18 to 24 months ago; (3) anticipated increases in government spending for foreign economic aid, military equipment, and domestic programs for farmers and many others.

On the "minus" side — that is, tending to depress general business — are these factors: (1) tight money and credit conditions, which have their greatest impact upon individuals and businesses with low cash balances; (2) scattered instances of temporary excessive manufacturing capacity as record numbers of new plants are brought into production; (3) a lack of shortages and hence a general absence of an urgency to buy — which can and must be offset by more aggressive selling; and (4) rising costs and shrinking profit margins.

This listing of "critical cross-currents" is incomplete until we add a couple of other powerful factors which now appear to be exerting a more or less "neutral" influence upon general business; (1) international developments, which actually reflect some leveling in the world-wide boom as well as a lull in intercontinental tension,

By **WALTER E. HOADLEY JR.**

Treasurer, Armstrong Cork Company



The author is seen pointing out a "debatable point" to J. O. Sampson, manager of Armstrong's lumber dealer sales. One of the building industry's top economists, Hoadley confers regularly with government and association officials in Washington. In this speech delivered last month at the 10th annual convention of Armstrong building material distributors in Macon, Ga., he outlines 10 steps to profitable business growth in 1957

and (2) the degree of confidence among business leaders, which remains high but shows some signs of "let's wait and see" rather than "let's act now."

It should be made clear that the immediate concern in Washington these days is still rising prices — inflation — although there is some fear of a moderate business downturn within the next year or two. Very clearly, Washington officials are walking a tightrope on economic policy — hoping not to slip, but ready to shift balance in either direction at a moment's notice.

"Which way is American business headed this year?"

My answer is — slightly up, perhaps another 1% to 2%! The plusses outweigh the minuses by a small margin. In my opinion, however, the nation is now entering the "interim period," to which we referred several years ago as the leveling period between the great post-war boom in business and the next major expansion a few years hence when population and other economic factors will combine to push the economy up with renewed vigor.

What all this means is that your business and ours will continue to operate this year in the environment of another record high in general business—but amidst some of the strongest economic cross-currents in years. For this reason, I would suggest that you pay less attention to confusing general business developments over the months ahead, and much more attention to market and product trends in your own areas. Don't expect general business either to stimulate or depress your individual business over the year ahead. All of us will be on our own more than ever throughout 1957.

"Is the building boom over?" My quick answer is: "No, not in any general sense" — but I'm certain that strong cross-currents will continue to be evident in the building field, too. The record of success or failure in this industry over the past year commonly was linked to the types of building markets in which contractors, distributors, and materials manufacturers engaged.

Here's the score sheet — in dollar gains or losses since our last meeting: Total new construction up 3%; total residential off 5% (but single family homes in units off about 20%); non-residential up 9%; private building up less than ½ of 1%; public building up 11%; repair and modernization, not accurately known, but variously estimated up 10% to 25%; commercial buildings off 5%; schools up 7%; industrial building up 17%; hospitals and institutions up 24%.

These cross-currents indicate that building has now entered a transition stage from an era of post-war shortages to a period of change and new selective growth opportunities. For more than a decade, and until quite recently, building was marked uniformly by "sellers' market" conditions. Most people realized that this general "shortage" era was abnormal and temporary. Now, with general shortages the exception, "buyers' market" conditions prevail on all sides.

A return to more normal buyers'-market conditions should not be alarming. The same situation holds in most consumer markets today. Few people will doubt that the "interim" period in new home-building is here. But this "interim" period means a tapering off at a high level — and not a drying up of building demand.

Many of the same strong forces

which caused the record-breaking expansion in building in recent years are still very much in evidence:

1. The need for additional space for living, business, educational and related purposes continues to be very great.

2. Noticeably higher living standards continue to take their form in increased demands, not merely for decent housing, but really for modern housing. The more than 11 million new homes built since the end of World War II have definitely accelerated the impact of style obsolescence upon housing, and created a good deal of dissatisfaction with older homes.

3. The number of homes removed from the housing market is rising sharply as a result of obsolescence, enforcement of housing codes, and demolitions from slum clearance and highway programs.

4. The general rise in income and the accompanying movement of hundreds of thousands of families annually into middle- and higher-income brackets provides a continuing strong base for actual purchases of homes and other buildings.

5. Mortgage repayments are now running well over \$15 billion per year, or enough money to provide a million new homes if used entirely for this purpose.

6. The level of new building has assumed increasing political significance because of the impact of building upon the national economy and the rising desire of the public for better homes.

... Such factors of strength should remove any fear that this industry is on the verge of collapse. But this is no time for complacency. Quite obviously, five retarding influences are now operating which limit prospects for any new general upturn soon in building.

First, the urgency to buy has been lessened by the increased number of houses and other structures available for sale or rent. The so-called vacancy rate is still quite low by pre-war standards, but a much better balance now exists between housing supply and demand.

Second, many older homes are becoming more difficult to sell. This directly affects new home-building because a majority of families wanting a new home must first dispose of an older one.

Third, construction and mortgage credit is widely recognized (See BUILDING OUTLOOK page 78)



JOHN RENO

Practical steps for Dealers to take to SELL MORE LUMBER

» The basic principle of making repeat lumber sales is the same as making repeat sales of any other item.

Each of you makes repeat purchases of many items.

Suppose a salesman gives you a song and dance about how good his product is and convinces you to the point that you buy from him. You use whatever it was you bought, and it tastes terrible, or it looks terrible after in use a while, or it wears out in a hurry, or its upkeep is too costly, or it does very poorly whatever it was supposed to do very satisfactorily. In other words, it was just a big headache to you. No matter how cheaply you bought it, there is great doubt you would buy it again, and maybe you would be so dissatisfied you would not ever buy anything else from that salesman.

On the other hand, another salesman gives you a similar song and dance about how good his product is and you fall for it, and you buy from him. This time whatever you bought tastes as good as he said it

would, or it helps your health and makes you feel real well, or it wears just as good as promised. In other words, it is everything the salesman claimed it to be. You are more than satisfied with it and even if it costs a little more, you will buy it again and again.

Basically this applies to lumber as well as to any other product.

Here's how to buy and sell lumber and some other building items so that your customers will get so much satisfaction from what they buy from you that they will not be hard to sell again and again. Your only difficulty will be to make the first sale. From then on, it will be just a case of intelligent follow-up.

The first step in your selling

By JOHN RENO. In this adaptation of a speech he recently made before the Tennessee Building Material Assn., the wood utilization engineer of the Pacific Lumber Co. urges dealers to order and require well-graded and seasoned lumber. He tells how to persuade customers to pay the price quality lumber costs.

more lumber to builders and others and getting repeat sales begins in the sawmill from which your lumber comes. Good lumber promotion begins in the sawmill with the manufacture of good lumber — or even better than good lumber, let's say near perfect lumber.

It should be lumber that will establish a preference for lumber over other building materials in your community, and will cause the buyer and consumer to prefer you as their source for lumber and lumber products. It should be better lumber than most of you are getting now.

You can help your builder-customers overcome prefab competition by building a near-perfect

Most dealers offer and advertise good or quality lumber, like the B & W Lumber Company in Columbia, S. C., does. But the tips offered by John Reno in this article will help them to buy and sell even better lumber for all good uses. A former engineer with the National Lumber Manufacturers Assn., Reno explains how to get manufacturers to finish and ship lumber that will help dealers to make more repeat sales. Packaging of lumber helps keep it straight and in better condition upon delivery.



house. You can make yourself so valuable to your builders that they dare not by-pass you to buy directly from sawmills or wholesalers.

Before making your demands on the sawmills, you must first be sure you are thoroughly familiar with "what it takes" to build complete satisfaction into a lumber-built house. For instance, you should know, for all the wood members of the house:

1. The correct species, grade, and size.

2. The correct moisture content.

Now it is easy for you to know what moisture content is best for your customers' every use because this simple information is on page 192 of the "Wood Handbook" of the Forest Products Laboratory. It is not a lot of jumbled technical figures but, instead, just several simple moisture contents you can easily remember. In this area, interior finish, paneling, and flooring should range in moisture content from 5 to 10 per cent with an average of 8 per cent. Siding, sheathing, framing, and exterior trim should range from 9 to 14 per cent with an average of 12 per cent.

Nail popping is one complaint that has come into recent prominence and which is due to the use of framing or sheathing that is not dry. Your only real protection against nail popping is dry lumber.

Demand that your supplier sell you lumber on these moisture contents and then sell it to your customers on the same basis. Doing so will keep you and your customers out of trouble due to the use of lumber of the wrong moisture content.

Always specify a range of moisture content; for instance, 9 to 14

per cent. Never specify an average moisture content alone, as this gives you very little protection, legal or otherwise. Do not bother to specify kiln-dried or air-dried — just give the range of moisture content. If the drying is properly done to a given moisture content, there are no practical differences between air-dried and kiln-dried lumber.

It also is up to you to know what species, grade, and size lumber your customer should use for the job at hand. You should know as much or more about the proper use of lumber in house building as does the builder himself. You should be the expert to whom the homebuilder turns for advice — and consequently for lumber.

Naturally, in such a short piece, I can not discuss every use for every grade of every kind of lumber that goes into a house. However, I am going to cover about a half-dozen important points that can result in customer satisfaction with your lumber and repeat sales for you.

For instance, you should demand that your source for bevel siding ship you vertical grain only with a moisture content range of 9 to 14 per cent, regardless of what species of lumber you buy. The use of vertical-grain bevel siding practically eliminates complaints on grain loosening, slivering, and warping, and also results in much better paint holding. It results in satisfied customers. Sell customers vertical-grain bevel siding only.

There is a well-known technical reason why 50 per cent of the pieces of flat-grain or mixed-grain bevel siding are likely to cause trouble from grain loosening or slivering.

Because vertical grain costs a little more, you may have to do a selling job on your builder but it is worth the effort. If you learn your subject well, you will be successful and he will thank you for it later.

From coast to coast, there are far more dissatisfaction and complaints about cracking, warping, splintering, and grain loosening on flat-grain bevel siding than there are about the small extra cost of vertical-grain siding. Cost is soon forgotten when complete satisfaction is had. This truth is gradually being learned by lumber dealers everywhere, as our inquiries for bevel siding now favor vertical grain over flat grain more than 10 to one. It would help the lumber business immensely if dealers insisted that all bevel siding be vertical grain.

Your next demand on the sawmills should be that all flat-grain rustic siding or drop siding, V-joint, striated, or other paneling be machined so that "the pattern or paint side is run on the 'bark' side of each piece." Put this right on your order. This means you will be getting and will be furnishing to your customers products that will not cause trouble by slivering, splintering, and loosening of the grain. That will help make them happy and satisfied customers and repeat customers.

Next, go after your suppliers of flat-grain and plain-sawn softwood and hardwood flooring to manufacture these products with the bark side to the top, or wear, side. This would take many of the headaches out of these types of flooring.

On any flat grain or mixed grain lumber you machine in your own (See MORE LUMBER SALES page 81)

ASSOCIATION ACTIVITIES

Texans Set New Record with Convention Purchases

HEAR CAMPBELL, ELY AND SMITH SPEAK

MEMBERS of the nation's largest state association of building supply dealers may have established a new attendance record at the 71st annual convention-exposition of the Lumbermen's Association of Texas in Dallas, April 14-16.

If the presence of approximately 5,000 persons did not break the old attendance record, money spent by those who attended established a new record for Texas — and perhaps for any state convention with a merchandise show in connection.

During the three-day period, dealers placed orders with factories and distributors for a total of \$2,200,000 worth of merchandise, according to Gene Ebersole, executive vice-president. For this a stimulant was an automobile prize.

This convention-show was the first to be held in the new, multi-million dollar Dallas Memorial Auditorium. It housed the displays of 170 exhibitors on one floor and business sessions in the plush auditorium theater, one floor above.

There, President P. J. Goodnight of Dallas told Texas dealers of eight major association accomplishments during the year. He noted depression of profits and spirits among dealers, explaining that this was due largely to a seven-year drouth that now appears to be broken in most of the state.

Reviewing district meetings and

other travels about the state, Goodnight said: "Wherever we have gone, we have heard fear expressed that the day of the retail lumberman was at an end, and that business conditions were such that many firms would be forced to liquidate.

"It is my candid opinion that never have we had greater opportunities to perform a definite service than at this time. It is axiomatic that so long as we fill a definite need in a community, we will prosper, and when the need for us ceases to exist, we will fail, and no manner of scheming or government intervention can change that pattern. It is up to us, therefore, to adapt our businesses to changing conditions.

"We should be embarking fourfold on this great remodeling program which can provide so much volume and profit to us. The need is there; the financing is available, and all that is required is a desire on our part."

For that reason, the association is offering estimating courses on remodeling, Goodnight said.

He pointed out, too, that although 172 new members had been added, the "slow-down in business saw us lose many members."

In this business session the convention heard and approved a plan for redistricting the state for director representation. It was presented by J. Lee Johnson III, chairman of the by-laws and redistricting committee.

The state of Texas will be divided into 16 districts. Directors are to be chosen by districts on the basis of

one director for each 25 members. There shall be no more than 60 directors, in addition to past-presidents, who are directors for life.

"How Much More Tight Money" was the subject of an address by Dr. Arthur A. Smith, vice-president and economist for the First National Bank of Dallas. However, his discussion concerned itself more with general economic factors.

"Some of us may have the idea that tight money has had a big effect on business," he began, "and there were plenty of skeptics at the year's opening. The advances of business in 1955 and 1956 were phenomenal and the analysts said 1957 would remain high, but that there would not be much, if any, increase.

"The facts are that after the first quarter we find a decline in the rate of inventory accumulation, but employment and earnings are at new record levels. And retail sales surpass expectations.

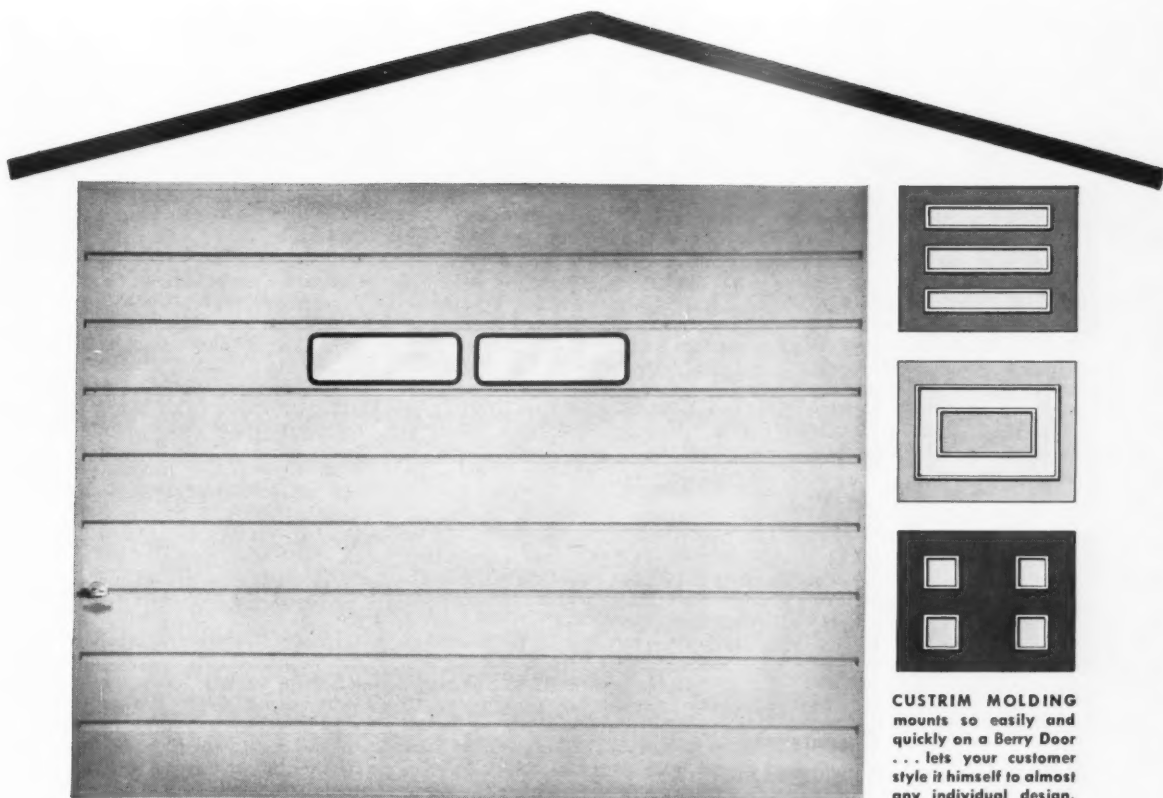
"The Southwest has been sluggish by a drouth and it is a miracle our economy has done as well as it has, while the nation as a whole has forged ahead.

"Examination of certain factors raises a suspicion that there may be a downtrend in our economy. But indications and developments of this nature have reversed themselves quickly, so we can't be sure of what's ahead. There is no evidence of a severe slump.

"Money is not tight compared with the 1920's, but it is tight compared with a few years ago. In taking the

These men will lead the Lumbermen's Assn. of Texas through a year of service before the convention in Houston next April. Seated from left are S. S. Forrest of Lubbock, second vice-president; Gene Klein of Amarillo, president; P. J. Goodnight of Dallas, past-president and director; and Ralph G. Campbell of Fort Worth, first vice-president. Standing are W. B. Oldham of Dallas, NRLDA executive committeeman; Lester E. Palmer of Austin, treasurer; Gene Ebersole of Austin, executive vice-president; and W. B. Carsow of Austin, attorney and third vice-president.

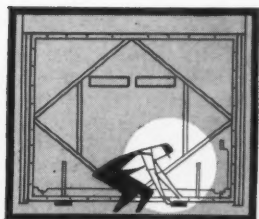




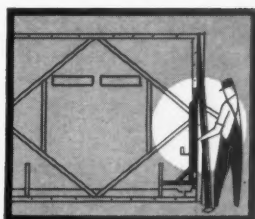
CUSTOM MOLDING
mounts so easily and
quickly on a Berry Door
... lets your customer
style it himself to almost
any individual design.

THE BERRY SUBURBAN

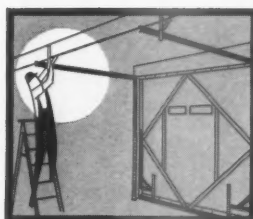
easiest of all to install!



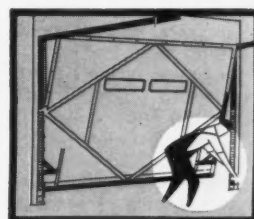
1 Block door in center of opening. Allow $\frac{1}{2}$ " clearance on top, bottom and both sides.



2 Fasten hardware to door and jamb. (It's pre-assembled into right and left sections.)



3 Swing tracks into position. Attach adjustable hangers to supporting cross members.



4 Open door, connect springs, attach weatherstrips. Make final adjustments. The job's done!

Anyone can install this Berry Suburban. Everyone will welcome its easy, quiet operation. Just a nudge sends it up, over and out of the way. Because it's all Paintlok steel, the door won't swell or shrink, peel, crack or rust. Parts and components carry a full five-year guarantee. And, like all Berry Doors, the Suburban is packed with exclusive selling features ... backed by powerful national advertising.

Best of all, this door sells for no more than an ordinary door. Actually less, in fact, when you sell it on an installed basis. Twelve standard sizes meet most any specification. See your distributor or write

direct. Ask, too, about the new Berry Sectional Garage Door and low-priced Automatic Operator. *Steel Door Corporation, 2400 East Lincoln Road, Birmingham, Michigan.*

Berry

STEEL DOORS

action it did, the Federal Reserve Board showed considerable courage. That is the only way we can stop inflation, and I am not sure it can be stopped at all. Certainly, no serious damage has been done anywhere by the tight money policy."

Dealers applauded a long-afternoon feature in the form of the U. S. Gypsum sound film on "Profit Management," shown following introductory remarks by R. O. Hagerty of USG.

Paul Ely, president of NRLDA, spoke briefly, saying he was pleased in his travels to find more dealers attending conventions. "We are blessed with the free enterprise system and it is our duty to help protect it," he continued. "I look to associations such as this as the lifeline of independence."

Ely said "we" were order takers during the war years and bad construction men.

"Today we need salesmen and we have to have them. There are a lot of schools where we train young men who are immediately snapped up by the big companies. If we get the personnel we want, the personnel that will produce, we have to pay for that personnel. Let's make our businesses more attractive to our young men."

Max Doehler Jr., assistant manager of Bruce Dodson and Co., discussed "Our Workmen's Compensation Plan."

Women's Congress Homes and the Visking consumer contest were discussed by George Messner of National Plan Service.

The final business session was devoted to installation of officers and the inspirational address by Dr. Kenneth W. McFarland, educational consultant and lecturer for General Motors.

On two mornings of the convention, delegates who chose to go were guests of the Hanna Paint Manufacturing Co. of Texas for breakfast. Each breakfast session was followed by a speaker on a sales subject.

Leo L. Shoemaker, Dallas branch manager for the National Cash Register Co., told breakfast guests of the great necessity for more and better training of young men coming into the industry.

"You can not expect the young fellows coming along to know what those who have been in the business for years already know," he warned. He drew some comparisons in training methods and said it was of great value to the lumber and building supply industry to have Southern Methodist University and its facilities in Dallas for short courses.

"Training helps produce maximum efficiency in the minimum of time," Shoemaker continued. Pointing out that everyone has a sales training problem, he declared that "not many men fail by intention. If they fail, they do so because of a lack of skill,

inadequate knowledge, or bad work habits. Training can correct these and other faults."

Don A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn., told another breakfast audience that in his 30 years in the business he had seen many changes, but that one problem remained — marketing.

"We are facing a revolution in marketing methods," he added. "The wars left us difficulties, as well as opportunities, in business. Too many of us are out of training. There was a period when we didn't look for business, then came the shortages, and we were doing more business than we ever dreamed of. Now, business no longer comes to us. Whether we continue to grow and prosper is something only we can decide individually."

On recommendation of the nominating committee, headed by **Lynn Boyd of Pampa**, the convention elected 25 new members of the 60-man directorate, which then elected officers.

New directors are **C. H. Brown of Lubbock**; **Lingo Brown of Sweetwater**; **R. G. Brown III of Carthage**; **Lionel Campbell of Temple**; **C. C. Crowson of Corsicana**; **W. S. Drake Jr. of Austin**; **W. B. Ferguson of Fort Worth**; **Tom Herring of Laredo**; **Van Lamm and Joe Higginbotham of Dallas**; **Gordon Holcomb of Midland**; **Homer V. Howell of Beaumont**; **Herbert Hudler of La Marque**; **Clarence**

E. Knight of San Angelo; **Leon S. Loeb of Corpus Christi**; **Frank Sims and Vaughan Meyer of San Antonio**; **R. H. Milliken of El Paso**; **Rhom Pennington of Sherman**; **C. D. Shamburger of Wichita Falls**; **Jack Scott of Raymondville**.

The LAT board of directors elected the new officers shown in the accompanying picture and also: **Roy Campbell Jr. of San Antonio** as sergeant-at-arms; **Jack Dionne of Houston**, honorary secretary; and **Dick Watkins of Austin**, secretary.

The **Kelley Manufacturing Co.** published a daily four-page newspaper, "Convention Chatter."

The **James Bute Co.** operated a constant schedule of buses between the auditorium and principal downtown hotels.

Moncrief-Lenoir provided a coffee bar, telephone service, and a paging service.

Washing Polishes Panels

Recent Gardner washability tests show that Marlite is actually polished to a higher gloss, rather than worn or marred, by numerous washings.

The results of these tests, made in the laboratory of a large retail merchandising company, were announced by **John J. Marsh**, general sales manager of **Marsh Wall Products, Inc.**

Arkansas Dealers Share Profit Ideas

OVER 300 DEALERS at the 53rd annual convention of the Arkansas Assn. of Lumber Dealers in Little Rock, April 10-11, listened to a lively panel discussion that followed a film titled "Profit Management," and then shared their own experiences in producing more profits.

Led by **G. Kenneth Milliken**, executive vice-president of the Southwestern Lumbermen's Assn., the panel members were **James Wiseman of Searcy**, **Jack R. Grobmyer of Little Rock**, **Ernest Forbes of**

Bald Knob, and **Carl R. Johnson of Oklahoma City**.

Much discussion revolved about services that many dealers give without recognizing them in their price structure. Foremost among these services is the return of unused merchandise after the job has been completed. Although most dealers accept the return of building materials, when in good condition, the practice was condemned as being costly for the dealer, who often even uses his delivery serv-

Reed Gammill of Camden, right, is congratulated by Peter Hiegel of Conway, whom he succeeded as president of the Arkansas dealer group. Other new officers are L. A. Hardman of Helena, John P. Hammerschmidt of Harrison, and James O. Shannon of Jonesboro, vice-presidents; A. C. Davidson, treasurer, and DeMatt Henderson, executive secretary.

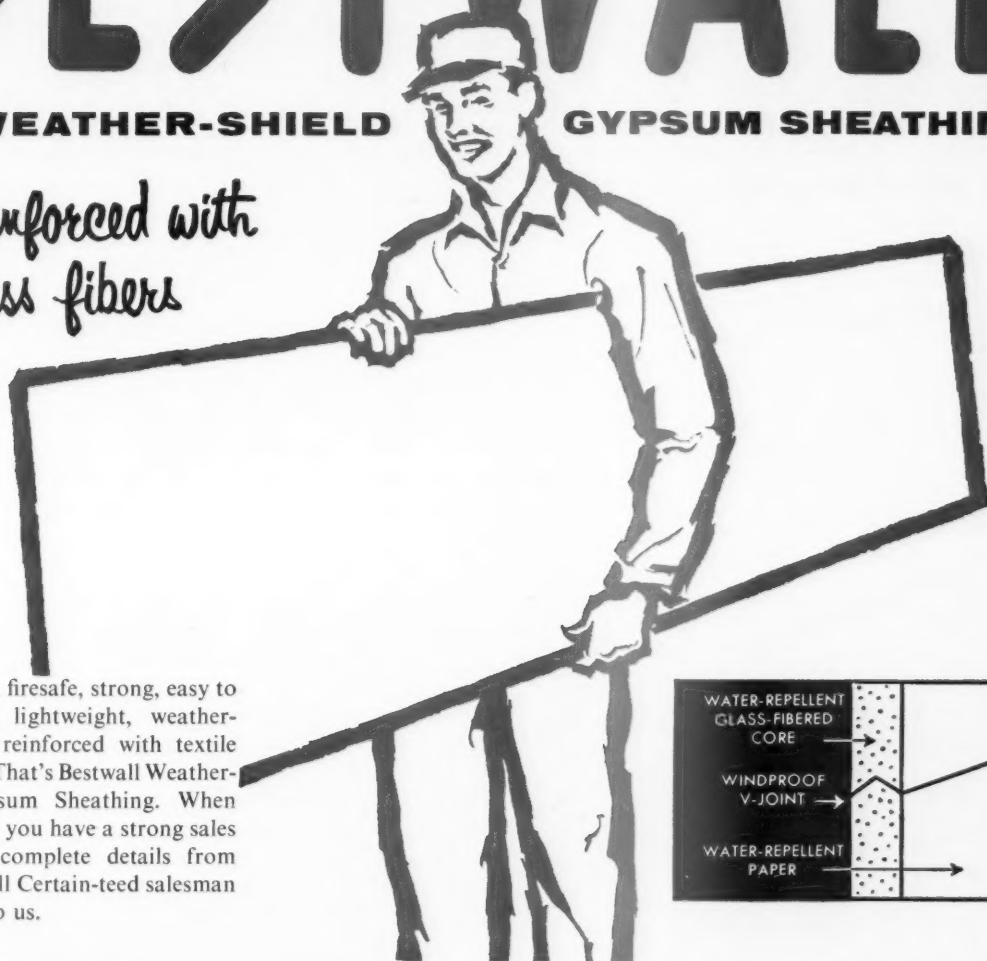


BESTWALLTM

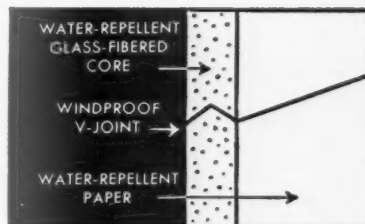
WEATHER-SHIELD

GYPSUM SHEATHING

*Reinforced with
glass fibers*



Low in cost, firesafe, strong, easy to work with, lightweight, weather-proof, and reinforced with textile glass fibers. That's Bestwall Weather-Shield Gypsum Sheathing. When you stock it, you have a strong sales story. Get complete details from your Bestwall Certain-teed salesman—or write to us.



5 Ways a Better Building Material

1. ECONOMICAL—Bestwall Weather-Shield Gypsum Sheathing costs less than any other type sheathing—as much as 50% less. Quickly erected (up to 1500 sq. ft. per man day), it keeps labor costs down. No building paper is needed. The large boards are light to handle—are easily sawed or scored and snapped, and cover a full 16 square feet.

2. FIREPROOF—Because of its gypsum core, Weather-Shield is fireproof—makes possible a 1-hour fire-resistive rating in conventional exterior frame wall construction.

3. STRONG—The glass fibers knit the gypsum core securely together, providing up to 80% more resistance to shock and giving the board far better nail-holding qualities. The heavy, water-repellent surface paper offers high resistance to transverse stresses.

4. STABLE—It will not warp or buckle with changes in temperature and relative humidity. Expansion and contraction are negligible. Being an inert material, it will not decay, nor will it harbor vermin.

5. WEATHERPROOF—Weather-Shield's water-repellent core, heavy water-repellent paper covering, and tongue-and-groove V-joint provide weather protection equal or superior to that of other sheathings used with building paper.

FIREPROOF GYPSUM

BESTWALL[®]

BUILDING PRODUCTS

Manufactured by Bestwall Gypsum Company—sold through

BESTWALL CERTAIN-TEED SALES CORPORATION

120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

SALES OFFICES:

ATLANTA, GA.
CHICAGO, ILL.
CHICAGO HTS., ILL.
CLEVELAND, OHIO

DALLAS, TEXAS
DES MOINES, IOWA
DETROIT, MICH.
EAST ST. LOUIS, ILL.

JACKSON, MISS.
KANSAS CITY, MO.
MINNEAPOLIS, MINN.
NIAGARA FALLS, N.Y.

WILMINGTON, DEL.
RICHMOND, CALIF.
SALT LAKE CITY, UTAH
TACOMA, WASH.

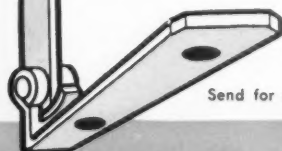
Look
at
it



see the
REAL VALUE
engineered in
Unique
SASH BALANCES

The spiral rod is engineered with "changing pitch" the feature that provides accurate BALANCE of sash at any position. Do not overlook this vital advantage, it costs no more and is available only in **UNIQUE** Sash Balances, for residential use.

Modern double-hung windows balanced with **UNIQUE** assure lifetime trouble-free operation. Their value is unmistakable... just look and see!



Send for catalog

Specify thru your Lumber & Millwork Dealer

**UNIQUE
BALANCE CO.**

41 MAGEE AVE., STAMFORD, CONN.

Unique Sash Balances—Sold the world over!

ices in picking up returns.

Grobmyer suggested that a service charge of from 10 to 15 per cent be made, to cover handling charges and to discourage contractors from unplanned buying. "Whether or not we have this charge in our price, it just about covers our own cost for the service," Grobmyer declared. "Unfortunately, our industry has always taken back goods. A number of dealers do charge now for this service. Each dealer should consider his own operation and customers when he plans to handle this service without taking a loss."

The expense budget came up for discussion. The dealers were told how, in some instances, certain expenses — such as advertising and promotion — could be increased profitably.

Wiseman revealed that the average cost of dealer truck operation in Arkansas is now 21½ per cent, as compared with a cost average of 19 per cent in the four-state SLA area. He suggested that Arkansas dealers make too many trips with partial loads.

A discussion on cash discounts made it clear that it is less costly to borrow money from the bank to take advantage of purchase discounts than it is not to take them.

In the panel discussion on inventory turn-over, it was revealed that a small retail building-supply operation should have a yearly turn-over of about 2½ times, whereas the average for dealers is about 4½ times.

Wiseman discussed the advantage of checking the age of accounts-receivable. In his own operation, he said, the work of aging his accounts requires only 10 minutes a day. The check keeps him from working accounts that are too new — and from overlooking those old enough to require special collecting practices.

One dealer revealed that his practice of "costing tickets" has enabled him to pick up almost 2 per cent on price. To handle the work, one of his men comes two hours early each day to "cost the tickets" of the previous day.

An unusual feature of the Arkansas convention was the all-day Sales Motivation clinic conducted by Armand J. Garipey, director of Sales Training International in Barre, Mass. In two sessions, the dynamic speaker propounded his theory, "an attitude creates an aptitude." He declared that "everyone has the innate ability of a genius, if he's willing to work at it. There are three links in the work — fear, confidence, and courage."

Outgoing President Peter Hiegel of Conway said that the "tight money" that has caused a slow-down in housing may be a blessing to lumbermen. "It may save a repetition of what happened to housing in 1930."

Harrison McMains, executive di-

rector of the Christian Council of Churches in Atlanta, Ga., told his audience that in today's life an employer must discipline himself before he can direct a business. He listed "Ten Commandments for Business" which, if observed, would aid the dealer in making the best of life.

New district directors are Chuck Robinson, Pulaski county; John Deen, northeast Arkansas; David Randall, northwest Arkansas; and Grover Roberts, southeast Arkansas.

Alabamians Will Fish

Again this year the Alabama Building Material Exchange promises its dealers and suppliers bang-up fun and excitement at their big Deep-Sea Fishing Rodeo. The 27th annual event will be held June 14-15 in Panama City, Fla. Headquarters will be at the Dixie Sherman Hotel.

Anglers can choose either bottom or troll fishing. Quarters are available at the Dixie Sherman, Marie, or Cove hotels.

DeVile Succeeds Creden as NRLDA Expo Chairman

Paul V. DeVille of the DeVille Lumber Co., Canton, Ohio, has been named chairman of the 1957 Exposition Committee of the National Retail Lumber Dealers Assn. As successor to Chairman Phil Creden of the Edward Hines Lumber Co., Chicago, DeVille has promised to stage a show that will far excel its predecessors, according to Paul R. Ely, NRLDA president.

The NRLDA Building Products Exposition will be held November 4-7 in the Trade and Convention Center in Philadelphia. T. Merritt Ludwig of the Merritt Lumber Yards, Reading, Pa., has been named chairman of the Exposition Clinic Committee.

Other members of the NRLDA Exposition Committee are: Phil Creden; H. W. Blackstock of Seattle; Deyo W. Johnson of Ellendale, N. Y.; Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn., Philadelphia; Aren Kaslander of Verona, N. J.; Watson Malone III of Philadelphia, and Jack Pomeroy, executive vice-president of the Lumber Merchants Assn. of Northern California.

DeVile was chairman of the "Component Parts Clinic" at both the 1954 and 1955 expositions, and a member of the 1956 Exposition Committee. He also served as chairman of the Committee on Women's Congress Houses, sponsored by NRLDA last year.

Deluxe and in Demand

why you make more profit with *Rapidayton* **CHAMPIONS**

The famous Rapidayton Champions—a complete line of deluxe quality jet pumps and water systems to capture the heart of the BIG VOLUME market. A system for every need; wells 0 to 150 ft. And they're "deluxe and in demand," a combination which means maximum profit. You profit because Rapidayton Champions give you more pump to sell—more quality "sellable" features than anything in their class. You profit because these deluxe "worth more" systems are priced just above the very lowest and also carry a generous trade discount. You profit because the many fully packaged and convertible systems are easy to stock, easy to install. And you profit because interchangeable parts (only a handful needed) keep inventory low and make service easy. Sell more pumps—and make more profit on each unit—with Rapidayton Champions. Write for details.

Built-in "PROFIT" features

Heavy-duty capacitor motors • One-piece solid brass impellers and other brass-built parts • Galvanized ejectors, good in any water • Quad-Volute body, highly efficient, makes pump self priming • Pressure tanks heavy-coated hot-dip galvanized inside and out • Exclusive Quick-Connect flange (patent pending) on convertible jets, saves up to \$10 in time and materials • Interchangeable parts

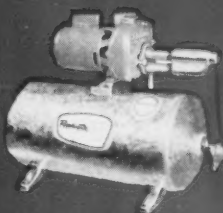
Packaged for profit

Rapidayton Champions are available in many packaged models, assembled, ready to install.

©TAIT MFG. CO. 1957

The Convertible Champion

Shown is original Champion Convertible, widely imitated but never equaled. A big system, deluxe quality-built. Converts from shallow to deep wells without extra pump parts. Quick-Connect flange. Packaged with 4-gal. stainless steel, 13- and 30-gal. horizontal and 42-gal. vertical galvanized tanks (latter meet FHA requirements). ½ and ½ h.p. capacitor motors. Reaches 80 ft. Delivers up to 810 g.p.h. See your wholesaler.



Rapidayton
division

The Tait Manufacturing Company, Dayton 1, Ohio
Established 1908 as The Dayton Pump and Manufacturing Co.

Four Ways to Draw Up Pump Sales in May

"SELL RUNNING WATER First!"

So goes the theme of the ninth annual National Water Systems month. And it provides a bang-up opportunity for building material dealers throughout the South, along with the plumbing and heating industry, to cash in on a made-to-order opportunity.

The Plumbing and Heating Industries Bureau recently conceded that home modernization will play the most prominent part in that industry's 1957 plans. That aspect, alone, represents a challenge to pump dealers in terms of more than 250,000 prospective water system customers.

If predictions concerning the upturn in building in 1957 prove true and a level of 1,200,000 starts is reached, pump manufacturers probably can expect the sales level to be between 750,000 and 775,000 units in the coming year, the bureau indicates.

This year, the annual May promotion of water systems shares the spotlight with Better Your Living Month (OHI) and the second annual Plumbing—Heating—Cooling Month.

The nationwide emphasis on remodeling and modernization, generated by OHI and Plumbing—Heating—Cooling Month promotions, will doubtlessly have a stimulating effect on pump sales.

Modernization can't help but mean

more business for the pump industry. The theme is made to order for increasing both initial and replacement sales.

The Electric Water Systems Council, sponsor of National Water Systems Month, lists several "musts" dealers may try to cash in on tie-in sales. Such increases may amount to \$750 or more in household appliances once a water system has been sold.

1. Display water systems—use action window and floor displays, with water systems actually supplying water and plenty of pressure before the customer's eyes. A well-planned display of water systems and gushing faucets can be a real traffic stopper.

2. Display plumbing-connected appliances — build the water system display around appliances which create customer desire for a pressure water system. Automatic clothes washers, dishwashers, plumbing fixtures, water heaters, water softeners, and food waste disposers focus attention on the need for a pressure water system, either to replace the hand pump or obsolete and under-sized equipment.

3. Advertise — plan to boost water systems sales during National Water Systems Month by scheduling newspaper, radio, and direct mail advertising now. Check prospect lists,

pull leads from service records, sell modern living with plenty of water, plenty of pressure.

4. Team up with the local power supplier — electricity and a dependable water supply are the start of modern living and modernization. Power suppliers will be cooperative with dealer sales campaigns, because water systems and increased sale of power to run plumbing-connected equipment are closely allied. Power suppliers, in many cases make floor space available in their offices for water system displays. They often stand ready to help dealers locate and sell prospects running water under pressure.

In any case, it isn't enough just to operate an attractive, well-stocked store and wait for the customers to come in. People seldom buy plumbing and heating, or anything else in the major equipment category for that matter, in this way.

It would seem necessary to remind them of the advantages of the products you sell, make them want new bathrooms, kitchens, and heating equipment. It takes constant advertising, merchandising and promotion to do the job.

Contractors everywhere may well cooperate in a nationwide plan to inform homeowners about the many fine products for better living which the plumbing industry makes and sells.

It is generally conceded that in the residential field, best sales and profit opportunities lie in a selective, rather than a mass market, in better-type homes increasingly being built in all sections of the country today.



Posters like that reproduced above are available to dealers at cost from the Plumbing and Heating Industries Bureau, Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill. Other sales aids promoting May as "National Water Systems Month" also are provided. For dealer promotion of May as "Plumbing, Heating, Cooling Month," the All Industry Plumbing and Heating Modernization Committee, Dept. SBS, P. O. Box 1919, Washington 13, D. C., offers counter cards, bumper strips, window streamers, and bill enclosures or handout folders at cost. An airmail purchase order will rush these aids for immediate use.

5 Clay Products Men Complete Sales Training

Graduation certificates from the Sales Engineer training course conducted by the Structural Clay Products Institute, Washington, D. C., were presented to five representatives of the Southern brick and tile industry.

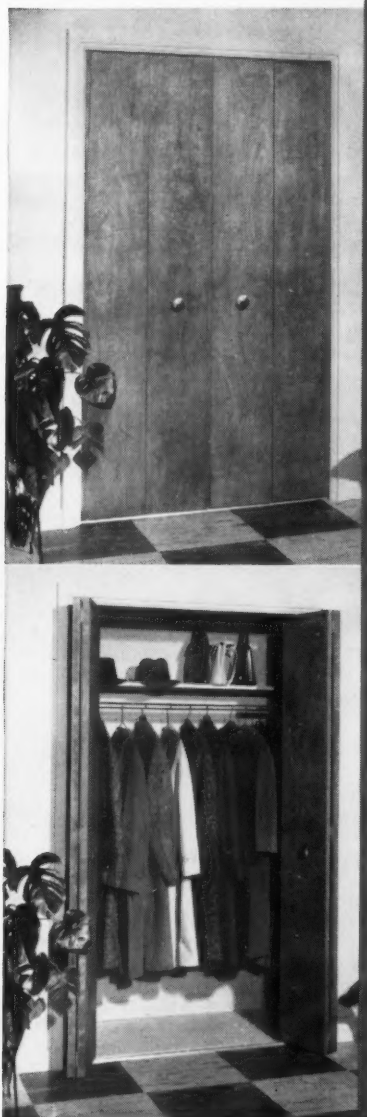
They include E. H. Gatlin Jr., Texas Clay Products Co., Malakoff, Tex.; J. W. Puckett, Mississippi-Louisiana Brick and Tile Manufacturers Assn., Jackson, Miss.; Karl M. Redmon, Hattiesburg Brick Works, Hattiesburg, Miss.; L. E. Ross, General Shale Products Corp., Johnson City, Tenn.; and Orville Todd, Henderson Clay Products, Henderson, Tex.

SCPI engineering and technology specialists presented the latest engineering, technological, and promotional information on clay products to the salesmen.



Style-Trend New Londoner Flush Doors

Curtis New Londoners—aristocrats of hollow-core flush doors—now come as beautiful folding doors as pictured below. They have the same secure, easy operation of Style-Trend louvre doors.



Curtis Style-Trend Louvre Doors

Gliding on silent nylon bearings, these popular doors have permanent adjustment—can't slip off tracks. New chevron-type slats are easier to paint, more rigid, permit free air circulation.

TWIN *sales-makers from* CURTIS

—TWO *new types of wood folding doors*

More selling features per product mean quicker, easier sales for lumber dealers. Again Curtis proves that point with TWO new types of wood folding doors, each with a host of profit-building advantages.

Curtis Style-Trend folding doors have a wide variety of applications: bedroom closets, hallway and linen closets, wardrobes, basement and garage storage. These doors—part of the complete Curtis Woodwork line—can MULTIPLY your sales. May we give you more information on the profit opportunities in selling Curtis Woodwork? Write us soon!

CURTIS

WOODWORK *heart of the home*

CURTIS COMPANIES INCORPORATED, Clinton, Iowa
Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa • Lincoln, Nebr.
Minneapolis, Minn. • New London, Wis. • Oconto, Wis. • Scranton, Pa.



PICTURE PAINT LABELS

Lowe Brothers paints are going to dealers with new picture labels that answer three important shopper questions at a glance. As shown, the labels tell where the paint is used, how it is applied, and who can use it.

The painter illustrations dominate the front of the can. Across the top is the Lowe Brothers name, type of paint, and trade-mark. The bottom panel shows the color, code number and uses. All elements are quickly visible to the customer when the can is on a dealer's shelf.

Contact: Lowe Brothers, Dept. SBS, Dayton 9, Ohio.

CABINET HARDWARE

The Amerok Corp.'s complete line of hardware for cabinets, built-ins, furniture and doors, is illustrated in color in a new 20-page catalog.

Featuring contemporary designs, the catalog's many application drawings show installation ideas and demonstrate decorator effects.

Contact: Amerok Corp., Dept. SBS, Rockford, Ill.

PANEL WALL BANNER

"Remodel with soilproof Marlite Plank and Block — takes years of wear, minutes of care." So proclaims this new 17" x 22" wall banner with a full-color photograph of a Marlite-paneled recreation room. Various rooms suited to Marlite decoration



SILENT SALESMEN

are listed, and an OHI tie-in is included.

The banner reproduces the reverse side of a folder which gives current advertising and sales aids to help boost Marlite sales.

Contact: Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

PUMP PROMOTION AIDS

Water-system distributors are furnished helpful advertising and sales promotion suggestions in Rapidayton's eight-page catalog.

Aspects of local newspaper, radio, and television advertising are covered. Consumer literature, point-of-sale aids, indoor and outdoor signs, and other specialty items are offered.

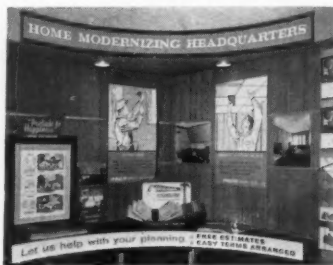
Contact: Tait Manufacturing Co., Dept. SBS, Rapidayton Division, 500 Webster Street, Dayton 1, Ohio.

HOME DECORATION FILM

Designed to stimulate interest and provide practical decorating ideas, "Your Home As You Like It," a 16mm color film, has been released by Pittsburgh Plate Glass.

As a supplement, the company is offering a complete woman's club program. Besides the film, it includes a guide for club chairmen, supplementary materials, and copies of a 40-page illustrated decorating booklet.

Contact: Pittsburgh Plate Glass Co., Film Section, Dept. SBS, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.



MODERNIZING DISPLAY

A "king size" poster display illustrates use of Insulite hardboard, ceiling tiles, building board, and insulating wool. It is offered for use in windows, on showroom walls, or on trucks.

The display is 4' x 8', printed in color on heavy corrugated paper. It is divided into panels, each of which may serve as an independent

unit when not combined into a single display.

Contact: Insulite, Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

"BRICK WALL" DISPLAY

The Decro-Wall Corp. is using a "brick wall" to display the dimensions of its plastic imitation brick wall-covering.

This colorful, self-supporting unit



presents another build-it-yourself story to the public.

Contact: Decro-Wall Corp., Dept. SBS, Yonkers, N. Y.

MOVIES ON ALUMINUM

The Reynolds Metals Co. has two new films available for free loan to schools, clubs, and other groups.

"Aluminum on the March" deals with the ever-widening uses of aluminum in all phases of modern living. Produced in color, it is 28 minutes long.

"Aluminum in Modern Architecture," a 13-minute black-and-white film, shows how aluminum architectural products are changing concepts of design.

Contact: Association Films, Inc., Dept. SBS, Broad at Elm, Ridgefield, N. J.; 561 Hillgrove Ave., La Grange, Ill., or 1108 Jackson Street, Dallas, Tex.

PLYWOOD USE GUIDE

The new "Fir Plywood Construction Guide" contains structural drawings that provide basic information on types, grades, and applications of fir plywood.

Information on floor construction, single- and double-wall construction, roof construction, and recommendations and plywood excerpts from FHA Minimum Property Requirements is covered. In looseleaf form, the 34-page booklet is designed for easy use and quick reference.

Contact: Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

Floridians Given Merchandising Recipe

Emphasizing eight tools for merchandising, Ray C. DeVille, secretary-treasurer of the DeVille Lumber Co. in Canton, Ohio, explained to members of the Florida Lumber and Millwork Assn. how to develop into profitable building-supply merchants. The 37th Florida dealer convention, at the Daytona Plaza Hotel in Daytona Beach, was well attended, April 25-27.

The eight-tool merchandising recipe proposed by DeVille out of profitable Ohio experience included:

1. Use finance (both mortgage and installment) as a merchandising tool.
2. Respect our competitors.
3. Give plan and specification service.
4. Sell built-in appliances.
5. Spend 2 per cent on advertising.
6. Display better.
7. Promote "open houses."
8. Hire more salesmen and train them better.

On advertising, DeVille said that "you can't save money by stopping advertising any more than you can save time by stopping a clock."

Regarding displays, he demonstrated that Marilyn Monroe is known for her famous figure only because it has been continuously displayed and advertised.

Paul R. Ely, president of the National Retail Lumber Dealers Assn. and a North Platte, Neb., retailer,

urged the Floridians to count young people into more of their advertising and promotion efforts. He told of NRLDA plans with manufacturers that should result soon in a new form of invaluable cooperative employee training program.

The president of the Mortgage Bankers Assn. of Florida, Orlando's Frank W. Reed was reassuring as to the continuing availability of mortgage funds in booming Florida this year. He reported an increase of 86 per cent in Florida's population in 14 years, and the addition of 400 new industries in the state during 1956.

Walter E. Keyes, new regional administrator for the HHFA, urged the dealers to promote and build housing for the elderly and to take advantage of the easy financing available for slum clearance and rehabilitation.

Mrs. Marie Bennett was elected executive secretary, as well as secretary-treasurer of the Florida Lumber and Millwork Assn., following a board of directors meeting.

Goodson Heads Mo-Kansans

Glen Goodson of Ravenwood, Mo., was elected president of Mo-Kan Lumbermen's Assn. at the annual meeting in St. Joseph last month.

Wilber Stewart of Highland, Kan., was elected vice-president. Bill Nance of Albany was elected secretary-treasurer.

New Kansas directors are: Barney

CONVENTION CALENDAR

May 13-15: **Building Material Merchants of Georgia.** General Oglethorpe Hotel, Savannah, Ga.

May 16-18: **National Building Material Distributors Assn.,** Jung Hotel, New Orleans, La. Spring meeting.

May 19-24: **NRLDA Board of Directors** and committee meetings, Shoreham Hotel, Washington, D. C.

June 10-11: **Southern Sash and Door Jobbers Assn.,** Peabody Hotel, Memphis, Tenn.

October 20-21: **Oklahoma Lumbermen's Assn.,** Municipal Auditorium, Oklahoma City. Exhibits.

November 4-7: **Building Products Exposition of National Retail Lumber Dealers Assn.,** Trade and Convention Center, Philadelphia, Pa. Exhibits.

February 3-5, 1958: **Southeastern Dealer Convention and Building Material Show,** Biltmore Hotel, Atlanta, Ga. Co-sponsored by the dealer associations of Alabama, Florida, Georgia, and Tennessee. Exhibits.

February 27-29, 1958: **Southwestern Lumbermen's Assn.,** Municipal Auditorium, Kansas City, Mo. Exhibits.

Pohler of Atchison, Emil Strahm of Bern, and William G. Reed of Wetmore.

A plaque for outstanding service was presented to Francis Gress of Axtell, Kan., the retiring president.

All Shermans Welcome at Dixie Hoo-Hoo Fest

The "Rebel Yell" will be heard again when the 66th annual Convention of the International Concatenated Order of Hoo-Hoo gets underway September 16 in Atlanta, Ga. The one-time battle cry of the Confederacy will be sounded in welcome as members of Atlanta Club No. 1 greet delegates and visitors from all parts of the continent at the Dinkler-Plaza Hotel for the three-day program, September 16-18.

A highlight of the outdoor entertainment planned for the second evening will be special recognition for any registrant by the name of Sherman. Explained Co-Chairman Bill Shreve: "We just want those Yankees to know that they are all welcome."

Program Chairman Don Maffett reported that, although the convention will include all traditional functions of the Hoo-Hoo, business sessions have been designed to eliminate unnecessary details. The shortened form has been approved by International Secretary Ben Springer.



Memphis Lumbermen Choose Speltz and McDonald

Ready for service, above, are the new directors and officers of the Memphis Lumbermen's Club.

Seated, from left, are Charles A. Cunningham, second vice-president, Nickey Bros.; Leo W. Speltz, president, Memphis Plywood Corp.; and C. E. Thompson, first vice-president, C. E. Thompson Lumber Co.

Standing, left to right, are Clark E. McDonald, secretary-treasurer, Central Woodwork, Inc.; Clyde B. Dennis Jr., director, Chapman & Dewey Lumber Co.; Richard H. Bodine Jr., director, C. P. Bodine Lumber Co.; and Tom W. Bond, director, DeSoto Hardwood Flooring Co.

MacArthur and Ebert Team to Sell Jobbers

Two veterans in the manufacture and sale of millwork items have formed MacArthur and Ebert, Inc., to handle products for millwork jobbers. They are M. D. (Dink) Ebert, for the past 15 years executive vice-president of the Gate City Sash and Door Co. at Fort Lauderdale, Fla., and W. M. (Bill) MacArthur, longtime official of the Wheeler Osgood Co. in New York, Chicago, and Tacoma.

Headquarters for MacArthur and Ebert, Inc., are at 118 N. E. Fourth Street in Fort Lauderdale, Fla. Among the major policies in the "Nine Point Program" they have broadcast to the trade are: "(1) to sell exclusively to the jobber; (2) to represent only the finest manufacturers, thus insuring quality merchandise; and (3) to keep abreast of the markets and produce quality goods at really competitive prices."

Their principal line will be the promotion and distribution of the Awn-O-Matic wood window. Using Gate City tested hardware, these awning wood windows will be fabricated at mills strategically located in the South-Southwest.

Other lines offered jobbers in this area by MacArthur and Ebert, Inc., will include fir plywood and sheathing, hardwood plywood, lumber specialties, ponderosa pine millwork, West Coast moldings and trim, hollow-core doors, panel doors, screen doors, louver doors, aluminum screen doors and windows, and piling and heavy timbers.

A graduate of the University of Wisconsin, "Dink" Ebert joined the Gate City Sash and Door Co. in 1925 as a detailer and biller. During his 31 years with the firm, he was active in the Southern Woodwork Assn. as president, and as a director of the Southern Sash and Door Jobbers Assn., Producers Council, Architec-

HEADS SSIRCO SALES



Emil L. Stephens is now regional sales manager of Southern States Iron Roofing Co., with headquarters in Louisville, Ky. There he will direct Southern States sales in portions of Ohio, Indiana, Tennessee, and Kentucky. He joined SSIRCO in

1949 as sales manager of aluminum mill products. In 1954 he was appointed Richmond branch manager for SSIRCO. In 1955 Stephens returned to Atlanta as building material sales manager.

WHOLESALE NEWS

tural Woodwork Institute, and Florida Lumber and Millwork Assn.

A graduate of Northwestern University, MacArthur entered the industry in 1926 as factory representative for the Nicolai Door Co. and the Tacoma Veneer Co. in the Memphis, Tenn., area. Transferred to New York, MacArthur continued with the Wheeler Osgood Co. after it bought out Nicolai. He became vice-president of the Osgood firm in 1942 and headed a group who purchased it in 1946. He tried retirement beginning in 1953, but it proved irksome so he reactivated MacArthur and Smith, Inc., of Chicago, to handle jobber product lines.

Chase Forms Millwork Co.

Formation of the Chase Lumber & Millwork Co. of Portland, Ore., has been announced by John M. Chase. He formerly was associated with the Morrill and Sturgeon Lumber Co. of Portland.

The firm will sell and distribute all species and types of millwork, cut-stock, and related items, as well as ponderosa and sugar pine, Englemann spruce, and associated lumber species.

Company offices are at 1220 S. W. Morrison St., Portland.

STRICTLY WHOLESALE

NEW YORK, N. Y.: **Graybar Electric Co., Inc.**, has been named first national distributor for Shure-Set, new hammer-powered tool for easy fastening into concrete and steel. Graybar has 130 warehouses and sales offices throughout the U. S. Shure-Set is manufactured by the Ramset Fastening System, Olin Mathieson Chemical Corp.

MIAMI, FLA.: The Clark Equipment Co. has named the **W. E. Johnson Equipment Co.** here to sell and service Clark's fork-lift trucks, straddle carriers and powered hand trucks.

BALTIMORE, MD.: The **Air Master Corp.**, manufacturer of combination doors and windows, has moved to 1202 S. Caton Avenue here. Conveniently accessible to main highways, the new daylight plant provides 15,000 sq. ft. of floor space.

BIRMINGHAM, ALA.: The **Ray Lumber Co.**, specializing in hardwood flooring and framing, has be-

gun construction of a 50 by 60 ft. steel building on Memorial Parkway. The firm is owned by Robert E. Walker. The local manager will be Charles Firlreds.

MIAMI, FLA.: **The Hechler Manufacturing Co.**, 2501 Northwest Second Avenue, has been named distributor in south Florida for "Panelok," new rubber-fortified plastic paneling.

CHARLESTON, W. VA.: **Bond-Ridder Jackson** has been named to handle the room air-conditioner line of the Mitchell Manufacturing Co., Chicago, Ill.

BALTIMORE, MD.: The **Whitaker Paper Co.**, 210 East Saratoga Street, has been appointed distributor for the Bolta-Floor vinyl floor products and accessories of the General Tire & Rubber Co.

HOUSTON, TEX.: **Texas Materials Handling Co.**, 7728 Long Point Road, has been named exclusive sales and service representative of Lewis-Shepard Products, Inc., in southeast Texas. The Texas company is headed by Larry H. Meyers.

NEW YORK, N. Y.: The **National American Wholesale Lumber Association, Inc.**, has moved into new offices at 3 East 44th Street here. Sid L. Darling is secretary-manager.

KANSAS CITY, MO.: **Cooper-Goforth and Noll, Inc.**, at 3019 Wyoming Street here, represents a consolidation of the former Noll Lumber Co. and the Cooper-Goforth Building Material Co. Officers of the new corporation are William E. Goforth, president; William H. Noll, vice-president; and Wallace E. Cooper, vice-president and secretary.

DALLAS, TEX.: **Lone Star Wholesalers, Inc.**, recently was named distributor of Kentile flooring products in this area. J. P. Shea is sales manager and also heads the floor covering department. The firm recently moved into a new 63,000-square-foot building at 8000 Ambassador Row.

RALEIGH, N. C.: The **Smith Builders Supply Co.** has begun construction of a \$75,000 building here. The project consists of an office, showroom and warehouse.

WICHITA FALLS, TEX.: Jim Gentry has joined the **Best Wholesale Lumber Co.** here. He sold his interest in the Gentry Lumber Co. at Duncan, Okla., to Don Chandler.

KANSAS CITY, MO.: Harvey E. Morgan has become manager of operations and sales to the woodworking industry and educational institutions for the **W. P. Stark Lumber Co.** here. Morgan is a pioneer hardwood lumberman in this area.

WEPCO SLASHES DOOR PRICES!

You've got competition on the run when you sell WEPCO Combination Doors! Thanks to expanded production at our new Litchfield, Illinois plant, we've cut prices throughout the entire door line . . . and, at the same time, added improvements. In addition, we've cut the price on the fast-selling WEPCO DUO-MATIC window . . . for an unbeatable sales combination.



NOW! YOU CAN RETAIL DUO-DOR

for as low as

29⁹⁵

& up



by quantity purchases.

Slightly higher in the west.

- Over 1" thick! • Rugged Extruded Aluminum Construction
- Expander Bottom, Vinyl Plastic Door Sweep
- Complete with all Hardware, Includes Pneumatic Closer, Outside Aluminum Jamb.

PLUS SIMILAR REDUCTIONS ON WEPCO'S DELUXE DOORS



KANGAROO

World's
Only Door
With Its
Own
Self-Storage
Compartment



DUO-DELUXE

Available in
Ultra-Modern
Picture Window
Or
Traditional
2-Lite Model



PLUS NEW LOW PRICE FOR FAMOUS DUO-MATIC



Our famous triple-track, extruded aluminum combination window. All the quality features of windows selling for much more, but now reduced in price to retail for only

12⁹⁵

& up

ALSO AVAILABLE! FULLY ASSEMBLED DUO-MATIC

Inserts, master-frame . . . everything, fully assembled . . . ready to install.



THE WEATHER-PROOF CO., Litchfield, Illinois
Convenient Shipping Points Throughout the Country

MANUFACTURER NEWS

NEW YORK, N. Y.: Leslie C. Quick has been appointed technical supervisor of built-up roofing material sales for the **Barrett Division**, Allied Chemical & Dye Corp. Quick has been with Barrett since 1920. He replaces Carl M. Timpe, who has retired.

CLEVELAND, OHIO: The **Whirlpool Corp.**, St. Joseph, Mich., has been admitted to full membership in the Steel Kitchen Cabinet Manufacturers Assn. Charles A. Reinbolt Jr., general manager of Whirlpool's kitchen division, will represent his company in the association.

FAYETTEVILLE, ARK.: The **Standard Register Co.**, Dayton, Ohio, has begun construction of a two-million-dollar plant here. The plant marks the first step in the development of Standard's newly-designated Midwest division.

CLEVELAND, OHIO: Arthur L. Shirley has been appointed sales promotion manager of **Speco, Inc.**, hardware and maintenance product manufacturer. Shirley will direct promotional activities and advertising for Speco's 65 products.

CHARLOTTE, N. C.: The **Moe Light Division**, Thomas Industries, Inc., has appointed Jerry P'Pool as sales representative for North and South Carolina. P'Pool was formerly sales correspondent at the company's Hopkinsville, Ky., plant.

TULSA, OKLA.: The **Ruberoid Co.** has appointed Jack Spillman as sales representative for northeast Oklahoma. Charles D. Peterson, who formerly served that territory, has been promoted to assistant district sales manager at Baltimore, Md.

YORK, PA.: The new wire screen plant of the **Heilig Brothers' Co.** has

been cited as being among the most efficient of its type in the country. Housed in a 900' x 200' truss-roof building are 200 modern looms that average producing 250,000 square feet of wire screening per 24-hour day. The plant, with 200 employees, is presently on a 'round-the-clock schedule.

RICHMOND, VA.: George Wesley Jones Jr. has joined the **Southern Lightweight Aggregate Corp.** as Solite representative in western portions of Virginia and North Carolina. A Norfolk native, Jones has held executive posts in the Richmond District OPA and the Medical College of Virginia. Most recently, he was administrative assistant to the Virginia state health department tuberculosis control director.

CHICAGO, ILL.: Ralph M. Buzard has been appointed general manager of the Motor Truck Division of the

SALES AND PRODUCTION LEADERS IN SIMPSON REDWOOD EXPANSION



SIMULTANEOUSLY with its recent acquisition of additional mills and redwood timber stands in northern California, the Simpson Redwood Co. has established four new sales offices and enlarged its sales staff, according to William L. Lawson, vice-president and general manager. The new sales offices are located in Minneapolis, Cleveland, Kansas City, and Atlanta. Simpson already had offices in Washington, Chicago, Dallas, and San Francisco.

Most of Simpson Redwood's seasoned and new personnel are seen in the above "skyline portrait." Seen in front row, left to right, are Glen Dietz, John R. Driscoll Jr., James R. Perry, Leroy C. McCormick, Arne

E. Gabrielson, Byrne C. Manson, and Gregory M. Lambert.

Driscoll is Western sales supervisor at Frisco. Perry is production manager. McCormick recently was transferred to the Chicago office. As assistant sales manager, he supervises all redwood sales east of the Rockies. Gabrielson is director of public relations. Manson is product development engineer. Lambert is Lakes regional sales supervisor at Cleveland.

In back row are seen Edmund N. Giles Jr., Vice-President and General Manager, W. E. Lawson, John W. Rhoda, Torbert C. Klensz, Harold E. Renfort Jr., Thayne B. Jongeward, Kent E. Merrill, E. G. Davis, Willard

S. Anderson, Thomas B. Gleed, Louis N. Redman, and Walter H. Parks.

Giles is assistant production manager. Rhoda is sales-production coordinator. Renfort is Central regional sales supervisor at Kansas City. Jongeward is advertising manager. Merrill is South Central sales supervisor at Dallas. "Dave" Davis is sales manager. Gleed is Midwest regional sales manager at Chicago. Redman is controller. Parks is Northeastern regional sales supervisor at Washington, D. C.

William L. Bower of Atlanta, Ga., is new Southeastern regional sales supervisor. William L. Pettet is the regional sales supervisor at Minneapolis.

Free Booklet For Your Customers



...helps you sell more

Lion Asphalt Roofing Products



LION ROOFING ASPHALT



LION ASPHALT ROOF COATING



LION ASPHALT PLASTIC CEMENT



LION ASBESTOS ASPHALT ROOF COATING



LION ASPHALT R. D. PRIMER



LION COLD PROCESS LAP CEMENT



LION METAL COATING NO. 3



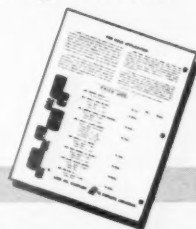
LION BLIND NAILING CEMENT

Here's one of the most practical sales aids you can use . . . and it costs you nothing! Booklet tells, step-by-step, how to repair roofs, how to dampproof walls and foundations with ready-to-use Lion Asphalt Roofing Products. Practical guide for professional roofers and

"do-it-yourselfers" alike. Your distributor has for you a reasonable quantity of this helpful booklet. Why not order a supply today. Just ask for "Roof Repairs Are Easy". Then put it to work for you to help increase your sales of Lion Asphalt Roofing Products.

Free Technical Bulletin Also Available to You

Complete information on all Lion Roofing Products. Data will be helpful to you and to your sales personnel in suggesting proper application. Bulletins are available free from your Lion Roofing Products distributor.



LION OIL

A Division of Monsanto Chemical Company



COMPANY

EL DORADO, ARKANSAS

International Harvester Co. Louis W. Pierson, formerly assistant sales manager, replaces Buzard as manager of sales.

OCONOMOWOC, WIS.: With Ralph E. Howland Jr. as president, the **Craftwood Corp.** has been formed here to manufacture and market hardwood moldings for sale via "Serve Yourself" display dispensers. Howland formerly was an official of the Nashotah Moulding and Manufacturing Co. Craftwood's mill is at Watertown, Wis.

LANCASTER, PA.: The **Armstrong Cork Co.** announces a three-way transfer in the Building Products Division. Donald B. Jennings has been moved from the St. Louis district office to the Saginaw, Mich., area, replacing John P. LaVelle, who has been transferred to Kansas City, Mo. He replaces Edward L. Kuzanek, who has been reassigned to Chicago.

ST. LOUIS, MO.: Arthur H. Campbell, of **C. Hager & Sons Hinge Mfg. Company** here, has been named sales promotion manager of the Contract Hardware Division. Archer L. Hager is company president.

CHARLESTON, W. VA.: Donald R. Mower has been promoted from first vice-president to president of the **Mower Lumber Company**. He



JAMES A. FREIBERT is the new sales representative for the **Perma Products Co.** in Kentucky, West Virginia, Virginia, and part of North Carolina. He will headquarter in Louisville, Ky., where he formerly was salesman for a Perma Products distributor, the Southern States Iron Roofing Co. From Chicago headquarters, Norman Lynn is selling the Perma line of cedar shakes, sidewalks, and accessories in eastern Missouri and Central states.



HOOD GETS WPA GAVEL

A. Bristow Hood, right, receives the hefty WPA gavel from **A. L. Helmer, left.** Hood succeeded Helmer as president of the 440-mill member Western Pine Assn. at the annual San Francisco meeting recently. Hood is general manager of the **Ralph L. Smith Lumber Co.** at Anderson, Calif.

succeeds his late brother, F. Edwin Mower, company founder, who died in 1956.

CLEVELAND, OHIO: The **Baker-Rauling Co.** has added three Tennessee dealers to handle the firm's complete line of gas and electric fork lift, platform, and crane trucks. They are: **Ortmeier Machinery Co.,** Chattanooga; **Peffer Machine Co.,** Nashville; and **Dempster Machine Co.,** Knoxville.

DALLAS, TEX.: **Star Expansion Southwest, Inc.,** has moved into its own new building here. The 6,000-sq.-ft. structure is located at 8212 Chancellor Row in Brook Hollow Industrial District.

WESTBURY, N. Y.: Michael Eisen has been appointed vice-president in charge of sales for **Seasonmaster, Inc.** Eisen has 10 years of experience in the aluminum specialty business.

PINELAND, TEX.: The **Southern Pine Lumber Co.** made successful test runs of their new flooring plant here. It is designed to shift an accelerated work load to machinery while slowing the working pace, thus conserving personnel.

COLUMBIA, S. C.: The **Masonite Corp.** has appointed John L. Proffit as dealer sales representative for South Carolina and 20 counties in southeast Georgia. His headquarters are in Columbia. He is an alumnus of the University of Tennessee and has had 12 years' sales experience.

MIAMI, FLA.: **Stanley Building Specialties Co.** and **Ware Laboratories, Inc.,** have become members of the Aluminum Window Manufacturers Assn. Both companies are authorized to use its "Quality Approved" seal.

Reynolds Sells D-I-Y Aluminum Screen Kits

The **American Screen Products Co.,** Elmhurst, Ill., has added Home-shield easy-to-make aluminum screen kits to the Do-It-Yourself product line marketed nationally by the **Reynolds Metals Co.,** Louisville aluminum manufacturers.

American Screen will continue to manufacture the aluminum screen package under the Reynolds brand-name.

For the Florida and Latin-American markets, the new Metal Screen Corp. will manufacture and sell finished aluminum screens, and screen and storm sash components. It is a subsidiary of American Screen in Miami, Fla.

SPOKANE, WASH.: **Pack River Tree Farm Products** plans construction of two more plants for the manufacture of Tenex, a waferwood-textured panel, increasing production to 300 or more tons daily. Construction begins September 1.

CHICAGO, ILL.: Virgil O. Bowser, veteran **Masonite Corp.** salesman in southern Missouri and fringes of Arkansas, Oklahoma and Kansas, won recognition as leading siding salesman at the company's national sales conference here. Bowser has been with Masonite for 12 years.



CHARLES D. PETERSON has been appointed assistant sales manager of the Baltimore district of the **Ruberoid Co.** He joined the **American Asphalt Roof Corp.** as northeastern Oklahoma sales representative in 1948. He retained this position with Ruberoid after the latter acquired the American firm in 1952.

NOW!

NETWORK TV ON

MASONITE'S

PROMOTION BAND WAGON!

NBC'S

HOME
SHOW

WITH
Arlene Francis



HELPS YOU SELL MORE MASONITE PRODUCTS

plus:

A full kit of merchandising tools for local and store-wide promotion.

Masonite's full-color national magazine advertising to home owners and home seekers.

Special-market advertising to builders, contractors, architects, farmers, storekeepers, factory men.

A well-rounded publicity program to boost your volume and profits.

This is it! The year when Masonite goes all-out to bring more buying-minded customers into your store.

This is the year when actual demonstrations—right in their own home, thanks to the modern miracle of television—will show your prospects how easy it is to put Masonite panels to work for them. NBC's coast-to-coast "Home" show, with charming Arlene Francis, brings the Masonite story to millions.

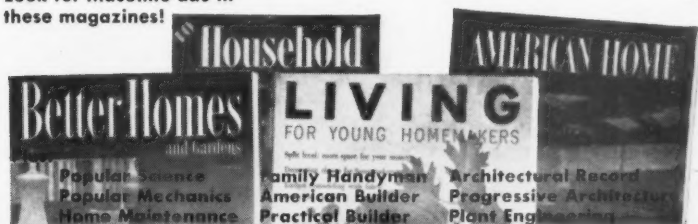
What's more, Masonite continues its forceful advertising in famous magazines, its far-flung publicity pro-

gram—to inspire more people to use Masonite panels for more things.

Now's the time to get ready. See your Masonite representative for the posters, counter cards, ad mats, project plans and other selling helps you'll need to back up this gigantic program. And be sure your supply of Masonite® panel products is big enough and broad enough to meet the demand.

Masonite Corporation, Dept. SBS-5, Box 777, Chicago 90, Illinois.

Look for Masonite ads in these magazines!



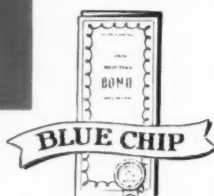
©Masonite Corporation—manufacturer of quality panel products.



*Symbols of
the finest*

**In
securities it's...**

**In
REDWOOD it's...**



When your customers ask for Redwood it's because they want Redwood's distinctive qualities. When you sell them NOYO brand they get Redwood at its best. For Union Lumber Company has unmatched modernized milling facilities and perpetual timber supply, backed by nearly three-quarters of a century's "know how." When you order—

- **Certified Dry**
- **VG & FG Stock**
- **All Patterns**
- **Mouldings**

Redwood's most desirable qualities fulfill your expectations.

MIXED CARS

Carefully assembled cars mean economical and damage-free unloading—keep true "once a Noyo Dealer —always."

UNION LUMBER COMPANY

TREE FARMERS AND
MANUFACTURERS

**FORT BRAGG
CALIFORNIA**

**San Francisco
Los Angeles
Park Ridge, Ill.
New York**

SALES REPRESENTATIVES
THROUGHOUT THE NATION

Member California Redwood Association

WHAT'S NEW in Building Trends

Suspended Ceiling Eliminates Cracks

CONTINUOUS dry-wall ceilings of any size are now possible with the Wilson Air-float ceiling system pioneered by the Homasote Co. of Trenton, N. J.

The ceiling, as a unit, is suspended on wood hangers from joists, independent of walls and without rigid nailing to joists. Ceiling expansion and contraction may then occur without resulting cracks, obviating need for moldings. Construction is said to be greatly simplified by this system.

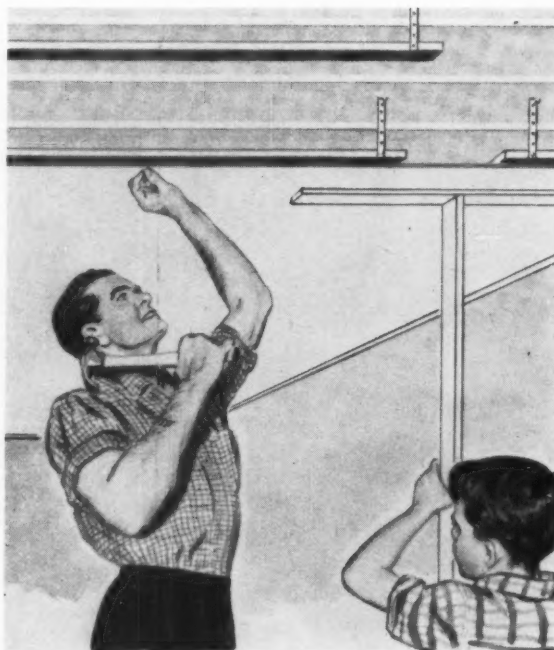
As shown in the diagram, the ceiling consists of large Homasote panels, depending on room size and job site openings. Wood "hangers" are 1"x4" wood strips of various lengths, to which are nailed 3/4" plumber's straps, two on each end.

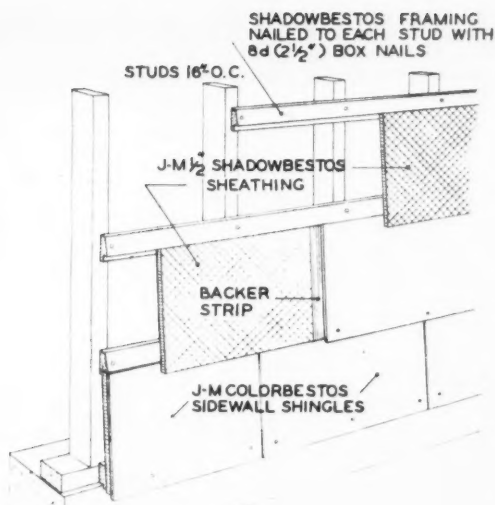
Plumber's straps may be nailed to collar beams or rafters. Homasote panels are then nailed to the hangers and glued tightly at joints. The joints are sanded flush and spackled. The ceiling is finished with textured paint or wallpaper.

At room edges, the Homasote panels rest on stock moldings without being attached thereto.

The Wilson Air-Float construction method also works well with Soffitsote. This is a new material with grooves running the length of the panel every 8". Running the full length of the soffit, these indentations give a handsome, modern effect. The panels are available in lengths up to 8' and in widths up to 4'.

The soffits are suspended from rafters just like the ceiling panels, as explained above. Almost invisible, "waffle-head" nails are used to nail the panels to the hangers.





Wall Cover System Said to "Breathe"

THE Shadowbestos system for exterior wall construction is a new development by Johns-Manville. It is composed of framing, sheathing, and sidewall shingles which, when combined, is said to offer structural strength, high insulation value, impact resistance, beauty, and the architectural distinction of deep shadow lines.

Shadowbestos framing consists of wood strips nailed horizontally across the studs, as shown in the diagram. They are milled from 1 x 2 lumber to a carefully-designed cross section. The bottom of each strip is grooved to hold both sheathing and shingle heads so they are self aligning. Each framing piece face has a precise cant so that each course snugly overlaps the preceding course. This eliminates top nailing, yet is said to assure tightly-locked joints so that the finished exterior "breathes" while remaining weathertight.

Shadowbestos sheathing is a wood fiber, insulating board material which is asphalt-impregnated throughout and treated with sodium pentachlorophenate for complete termite and fungus resistance. The sheathing is 1/2" thick and provides complete backing and reinforcement for the asbestos shingles.

J-M Colorbestos sidewall shingles are of enduring asbestos and cement. Color is inherent, with embedded ceramic granules, to make painting unnecessary. They are available for wide or narrow exposure.

Gypsum Ceilings Reduce Building Costs

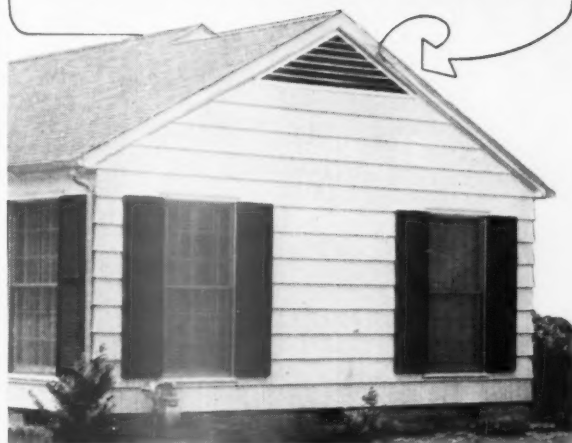
GYPSUM LATH AND PLASTER, along with half-inch gypsum wallboard, have proved effective for use as porch and carport ceilings, as well as for soffits of rakes and overhanging eaves. The Gypsum Association has recently come up with these recommendations.

After several years of intensive research, the association reports that it has found the product readily adaptable under a variety of climatic conditions.

The practice affords builders a more economical treatment for sheltered outdoor areas than products commonly used heretofore. This holds particularly true where a builder may already be using either lath and plaster or gypsum wallboard for interiors.

The gypsum agency warns against water exposure.

Tailor-made for MODERN BUILDING!



Jumbo ALUMINUM LOUVERS

Adequate ventilation is absolutely essential in modern building. Jumbo Aluminum Louvers are the choice of particular builders because they are designed to provide maximum ventilation, they are built of quality materials, they're easy to install and moderately priced. Jumbo Aluminum Louvers are ideal for use with attic fans in homes, apartments or multiple dwellings. Completely installed they cost less per square foot than the building materials they replace!

LOOK at these Quality Features!

- Attractive and Efficient FHA Accepted Design gives maximum ventilation and weather protection.
- Heavy Gauge All Aluminum Construction—will not rust or rot, no stains or replacement problems.
- Each Louver Unit supplied with 8 mesh screen.
- Available completely assembled for easy installation or knocked-down for on-the-job assembly.
- Nine Models Available giving up to 780 sq. inches of free area—6, 8 or 10 foot widths to fit 4, 5 or 6 inch per foot roof pitches.

Jumbo Aluminum Louvers are Tailor-Made for Modern Building. If your jobber can't supply you, write for complete information on the Lo-Man-Co Line of Ventilating Products.

LOUVER MANUFACTURING
& SUPPLY COMPANY

3603-SB Wooddale Avenue • Minneapolis, Minn.



WHY didn't they get windows with the CALDWELL SPIRAFLEX?!

To be sure, everyone would have been happier had they done so, for with *Spiraflex* there's no slip, no creep, no bind!

Spiraflex is the first 1-piece weatherstrip-balance unit to offer true counterbalance with spiral sash balances.

There is no practical substitute for the quality window with Caldwell Sash Balances or *Spiraflex* balance-weatherstrip combination.

THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 69-year reputation for making quality products and standing behind them.

CALDWELL TAPE BALANCES

for Residential, Commercial and Institutional Sash. Widest range of types and sizes of tape balances made.

CALDWELL SPIREX

for Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation.

CALDWELL HELIX

for Commercial and Institutional Sash. The spiral balance specifically designed for heavy sash.

THE SPIRAFLEX

Combination weatherstrip—sash balance for Residential Windows. A superior 1-piece weatherstrip with spiral balances for true counterbalance. Factory assembled into a single unit.

For additional information or name of your Caldwell representative write to:

CALDWELL MANUFACTURING COMPANY
63-B Commercial Street, Rochester 14, N. Y.

CALDWELL
SASH BALANCES

ROCHESTER, N. Y. • JACKSON, MISS.

HELPFUL LITERATURE

CONVERSION CHART. The Precision Equipment Co., Dept. SBS, 3714 North Milwaukee Avenue, Chicago 41, Ill., offers a free Conversion Factor chart for engineers and other executives. A current catalog of its steel industrial and office equipment is also available upon request.

EXTERIOR WOOD FRAMES. Commercial Standard CS208-57, "Standard Stock Exterior Wood Window and Door Frames," contains minimum specifications for exterior wood window, sash, and door frames. It also includes information on construction, grading, tolerances, design, and layout. Copies are 15c each. Superintendent of Documents, Government Printing Office, Dept. SBS, Washington 25, D. C.

MASONRY WATER REPELLENTS. A new brochure, "Silicone Masonry Water Repellents," offered by the Silicone Products Dept., Dept. SBS, General Electric Co., Waterford, N. Y., illustrates the effectiveness of silicones in minimizing water absorption, efflorescence, spalling and cracking.

MATERIALS HANDLING EQUIPMENT. The Elizabeth Iron Works, Inc., Dept. SBS, Box 360, Elizabeth, N. J., offers a 6-page broadside, illustrating its all-steel materials handling equipment, with various uses. Included are motor and trailer truck ramps, pallet stackers, and torque hooks.

SLIDING GLASS DOORS. "Sliding Glass Door and Window Institute" is the title of a 12-page, illustrated brochure containing standardized specifications and nomenclature for residential and commercial installations. One section gives *Operation Home Improvement* plans and suggestions with FHA specifications. Sliding Glass Door and Window Institute, Dept. SBS, 7421 Beverly Boulevard, Los Angeles 36, Calif.

PLASTIC INSULATION. A six-page brochure covers physical properties, sizes, how to install, and finishes for Dyfoam, a new lightweight plastic foam insulation in long slab form. Dyfoam Corp., Dept. SBS, 202 E. Cherry Street, New Castle, Pa.

WATER SYSTEM PUMPS. A new catalog illustrates the design, installation, and performance of Continental multi-depth and submersible water system pumps. Continental Pump Co., Dept. SBS, 1027 S. Vandeventer Avenue, St. Louis 10, Mo.

BASEMENT REMODELING. The Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore., has published a six-page folder that clearly shows home craftsmen the steps necessary to finish off a basement.

"Operation Basement" fits into No. 10 envelopes for use as billing enclosures or direct mail. Single copies are free; supplies cost one cent each.

T. & G. CEDAR PANELING. The properties and uses of Tee-Gee clear paneling are described in a two-color catalog sheet prepared by the Western Red Cedar Lumber Assn., Dept. SBS, White - Henry - Stuart Building, Seattle 1, Wash.

HARDWOOD FLOORING. "Grading Rules for Northern Hard Maple, Beech and Birch Flooring," contains the latest revisions in mill grading practices. The booklet also gives data on rules for bundling and official re-inspection rules. The Maple Flooring Manufacturers Assn., Dept. SBS, 35 E. Wacker Drive, Chicago 1, Ill.

WOOD CURVATURE DATA. An article featured in "Wood Research No. 29" gives formulae for determining the extent to which six species of dry, unheated lumber can be bent without breaking. The formulae were developed for the U. S. Bureau of Ships by the Timber Engineering Co., Dept. SBS, 1319 18th Street, Washington 6, D. C.

DECORATOR TAPES. W. L. Stockwell & Co., Dept. SBS, 663 N. Wells Street, Chicago 10, Ill., offers a 16-page catalog of painter and decorator supplies, together with packaging and merchandising display units therefor. Stockwell lines include gummed and ungummed, woven and non-woven cloth and mesh crack-sealing tapes, and perforated paper tapes in various dimensions.

BATHROOM CABINETS. Eye-catching, two-color envelope stuffers, graphically illustrating Grote bathroom cabinet and fixture lines, are available from the Grote Manufacturing Co., Dept. SBS, Bellevue, Ky. Complete specifications are included.

WROUGHT IRON PRODUCTS. "The Picture Book of Wrought Iron," an attractive 12-page brochure, has numerous photographs of the company's custom-crafted wrought iron designs and accessories, standard size rails with awning columns, lanterns, and posts. Locke Manufacturing Co., Dept. SBS, Lodi, Ohio.

LIGHT FIXTURES. Lightolier, Inc., Dept. SBS, Jersey City 5, N. J., offers a catalog of its complete line of residential lighting fixtures. Purported to be the largest, most complete style book of its sort in the lighting field, the catalog pictures and describes 359 fixtures, ranging from traditional to contemporary.

NON-AGING PLASTIC FILM. "Cheslene" — a new, non-aging polyethylene film for use in ceilings, walls, floors, and foundations — is

highlighted in a colorful brochure for homebuilders. Chester Packaging Products Corp., Dept. SBS, 684 Nepperhan Avenue, Yonkers 2, N. Y.

INSULATING BOARD SHEATHING. Bulletin No. 4 gives revised data on "The Use of Insulation Board 1/2" Sheathing in Economy Housing." It reviews the characteristics of the product, its uses and application. Insulation Board Institute, Dept. SBS, 111 W. Washington Street, Chicago 2, Ill.

PLYWOOD FLOOR. Specification Sheet No. 13 details the "2.4.1 Plywood Floor Systems—As Recommended By Douglas Fir Plywood Assn." Timber Engineering Co., Dept. SBS, 18th & N Streets, N. W., Washington 6, D. C.

CERTIFIED LIGHTING. A series of "Fact Books" on certified lighting gives levels and advantages of proper illumination for stores, industry, and offices. Request your copy according to the lighting category desired from the National Lighting Bureau, Dept. SBS, 155 E. 44th Street, New York, N. Y.

Helpful New Books


Country Home Machinery

Machinery Around Your Country Home by Herbert L. Nichols Jr. contains 432 pages of basic information on every phase of land taming: how to plan for and what machinery to use in clearing, excavating, grading, finishing, and keeping up the land.

The book is profusely illustrated and covers all types of equipment — from mowers and garden tractors through shovels and bulldozers. With it the suburban home-owner is in position to: (1) decide whether to buy or rent machinery for any work; (2) select the right machine for a specific job; (3) estimate the approximate work cost; (4) avoid unforeseen expenses; (5) hire a contractor, if necessary, to do a good job at a fair price; and (6) complete the job correctly the first time.

Chapter topics of the handbook provide an immediate idea of its scope: Surveying; Clearing the Land; Digging the Cellar; Landscaping; Ditches, Drains, and Culverts; Ponds and Pools; Driveways and Snow Plowing; Wells and Pumps; Engines and How to Start Them; Tractors on Wheels; Crawlers and Dozers; Plows and Tillers; Mowers for Field and Lawn; and Dump Trucks and Special Equipment.

Machinery Around Your Country Home is available for \$3.00 from North Castle Books, Dept. SBS, 212 Bedford Road, Greenwich, Conn.



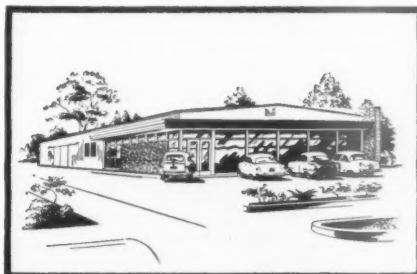
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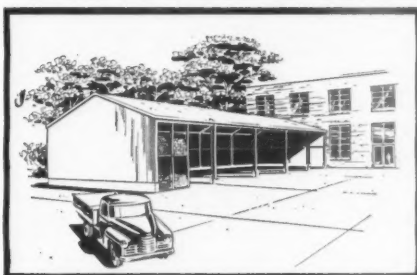
DIXISTEEL BUILDINGS are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

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RETAIL STORE

This building is 50' x 100' with no columns or obstructions. Decorative front. Warehouse space in rear can be easily expanded.



MAINTENANCE SHOP

This open front clear-span building is 30' x 100'. It is ideal for storage of materials, parts and equipment. Plenty of working space.



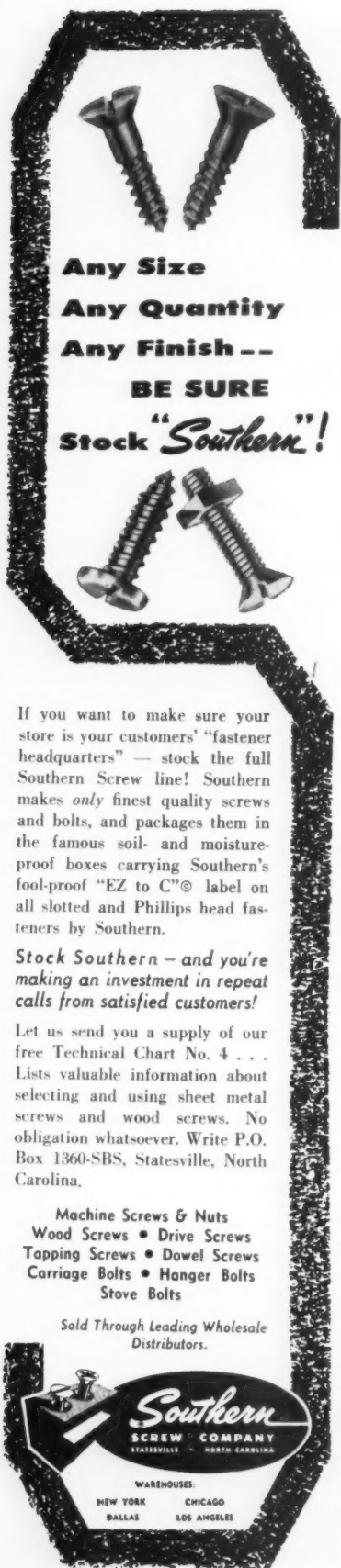
MANUFACTURING PLANT

This multiple building consists of two 70' x 100' units. Additional units can be added to sides or ends, when expansion is needed.

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Stock Southern — and you're making an investment in repeat calls from satisfied customers!

Let us send you a supply of our free Technical Chart No. 4 . . . Lists valuable information about selecting and using sheet metal screws and wood screws. No obligation whatsoever. Write P.O. Box 1360-SBS, Statesville, North Carolina.

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Carriage Bolts • Hanger Bolts
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ADD-A-ROOM PAYS

(Continued from page 48)

promotes good-will and contractor business for the yard.

Electrical and plumbing work, done by competent sub-contractors, passes all codes.

Square-foot cost is running about \$7 — and sometimes a little less — compared to \$10 or more for standard construction. The 16x16-foot unit is sold at a base price of \$1,995.

Three of the Crown Room units can be made into a sound-proof duplex apartment, with two baths and kitchens, at a cost up to \$8,000. Such jobs can be wrapped up about as easy as the little unit.

Do-It-Yourself fans can buy a basic model and do the work themselves, to save about \$400.

SUPER MART SCORES

(Continued from page 51)

makes the name of this outlet more meaningful as home-owners turn to it for all the supplies and materials they need to update their homes and keep them in good repair, and for the housewares and appliances needed to make them more convenient, and for the marine supplies to make weekends and holidays more enjoyable on Virginia's historic rivers and new-joy lakes.

BUILDING OUTLOOK

(Continued from page 55)

to be tighter than at any time since the end of World War II. While building is still getting a larger share of the nation's new savings than any other industry, mortgages have lost some of their attractiveness to certain investors as interest returns on other uses of money in business, government, and agriculture have advanced sharply in recent months. These "tight" money conditions can be expected to prevail rather generally over the year ahead.

Fourth, although new family formations are no longer considered a

very reliable short-run barometer of homebuilding demand, it must be recognized that the post-war peak of marriages was reached several years ago. Here is a factor which helps to explain the "interim" period in new home demand.

Fifth, building costs have continued to advance so rapidly as to price many prospective new homebuyers out of the market. The average selling price of a new house has increased about \$2,500 during the past two years, reflecting somewhat larger dwelling units but also sharply higher costs.

. . . During the past year 1,118,000 new non-farm homes were started, compared with 1,300,000 in 1955. The outlook for 1957 is for slightly less than 1,000,000 units. In partial answer to "Is the building boom over?" we must concede that the initial post-war peak of new home construction has passed.

However, homebuilding now seems to have reached a new "normal" level of roughly one million starts annually. This level is likely to persist, not only over the coming year, but during the remainder of the decade.

. . . **There is** still enormous strength in the non-residential building area. The outlook is for another record year in 1957, slightly ahead of last year.

A crest in commercial building, especially among shopping centers, office buildings, and related structures, however, appears on the horizon within the next 12 months. The need for additional educational structures continues to be great in most areas. Demands for religious, hospitals, and related structures remain high. Some scattered cutbacks in manufacturing plant expansion have been announced, but industrial building should still set another all-time record this year.

Is the building boom over in the repair and modernization business? Here the answer can be categorically NO! I've talked enthusiastically to you about this "fix-up" market for at least eight years. Yet, I find continuing indications that its size and growth exceed my expectations. Repair and modernization of all types of structures offer a tremendous market for materials particularly suited for fix-up work. This market is roughly equal in size to new homebuilding. It continues to grow for several important reasons:

1. There are 50 older homes for every new one built this year.

2. Needed maintenance plus the growing importance of style obsolescence place great pressures upon owners to fix up older structures.

3. The Do-It-Yourself market is now well rooted in the homebuilding field and continuing to expand.

4. Many families who are priced out of the new home market or otherwise unable to finance a new dwelling are turning their attention to expanding and improving their present house.

5. FHA Title I covering home repair and modernization loans has been liberalized recently to permit projects up to \$3,500 to be financed over a period of five years in contrast to previous limits of \$2,500 and a three-year maturity. Also, a larger proportion of fix-up work is done on a cash basis than new construction; consequently, "tight money" conditions have a relatively smaller adverse impact in the repair and modernization market.

6. After a very slow beginning, successful efforts are finally being made in many sections of the country to organize repair and modernization companies to offer the public a reasonable "fix-up" package with assurances of satisfactory financing and performance. The modernization contractor is now coming to the fore to meet a need which regular builders and building material dealers have ignored for years. Public interest has been stimulated by the activities of ACTION (*American Council to Improve Our Neighborhoods*) and OHI (*Operation Home Improvement*).

The expansion in "fix-up" work will go a long way toward offsetting further declines in new homebuilding during the year ahead. . . . This fix-up market is well worth the major attention such as we are giving it with our program on residential ceilings. In practice, it offers great promise of wider profit margins for manufacturer, wholesaler, and dealer alike to a considerable extent, because the final buyer wants quality as well as special services and typical purchases in small quantities for his own use.

This is ideal business for the wholesaler because it requires precisely the warehouse and related services which the wholesaler is best set up to perform.

While these factors make our program a very timely one, they are no guarantees of success. Actual success will be determined by

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Yes, we have imitators, but Colonel Logan iron work is sturdily constructed of standard railing and column materials. Look before you buy.



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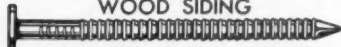
STORMGUARD'S  DOUBLE-DIPPED
in MOLTEN ZINC

ROOFING



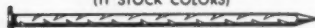
CAT. NO. R-104A (ALSO SCREW AND PLAIN SHANK)

WOOD SIDING



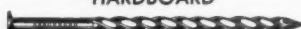
CAT. NO. S-205A (ALSO PLAIN SHANK)

INSULATING SIDING (11 STOCK COLORS)



CAT. NO. S-245 (ALSO ANCHOR SHANK)

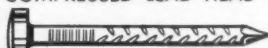
HARDBOARD



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METAL ROOFING

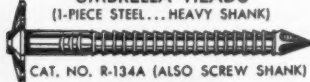
COMPRESSED LEAD HEAD



CAT. NO. P-223... BARBED SHANK—BRIGHT
(ALSO RING SHANK)

UMBRELLA HEADS

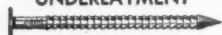
(1-PIECE STEEL... HEAVY SHANK)



CAT. NO. R-134A (ALSO SCREW SHANK)

INTERIOR

UNDERLAYMENT



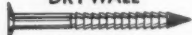
CAT. NO. F-142

FLOORING



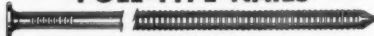
CAT. NO. F-68... HAND OR MACHINE DRIVING
(ALSO CASING HEAD NAILS)

DRYWALL



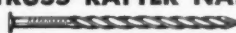
CAT. NO. D-81

POLE-TYPE NAILS



CAT. NO. 528-A

TRUSS RAFTER NAIL



CAT. NO. 521-S

MASONRY



CAT. NO. H-57S (ALSO PLAIN SHANK)

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"IT PAYS TO BUY MAZE"



W. H. MAZE COMPANY

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our ability to recognize the opportunity and capitalize on it.

So, once again, it seems appropriate to suggest that all of us should pay less attention to general trends and confusing cross-currents and more attention to the opportunities in our own specific market areas. . . . Changes in building, even including some further small drop in new homebuilding, need not be a roadblock to profitable growth for the well-managed building materials supply organization. But, all the evidence points to a need for still greater individual initiative and action during the months ahead.

"What are the conditions necessary for profitable growth this year?" Here are 10 suggestions and recommendations:

First, devote at least one-fourth of top management's time to finding and developing new sales and profit opportunities in the changing building markets in the areas served by the business. Without new profit opportunities there can be little assurance of "plus" business during the "interim period" in building or general business.

Second, be alert to introduce basically new products and services and ready to accept new, promising ideas. Look forward to changes for the better and not backward to what has been.

Third, set sales and profit goals in all types of repair and modernization work at least as large as in new homebuilding, and lay specific plans to achieve these goals.

Fourth, recognize that success in the new homebuilding field now depends heavily upon selling new products or finding new uses for older ones; capturing a larger share of the going market for established products is always much more difficult.

Fifth, watch finances closely to avoid embarrassing surprises because of lack of cash during this "interim period" in building. See your banker well before you need money and keep him thoroughly acquainted with your business.

Sixth, insist upon high inventory turnover to keep stocks in fresh service condition and to avoid tying up funds unnecessarily.

Seventh, drive for lower costs and improved efficiency to offset or reduce the impact of higher wage costs.

Eighth, make sure that the "right" person is doing the "right" job throughout the organization. This is no time for "weak sisters";



"It wasn't so bad when the roof started leaking. But now the floor leaks, too!"

they are simply too expensive — a luxury you can not afford.

Ninth, remember your competition now is not merely with others handling building materials but with all businesses competing for the same consumer's dollars.

Tenth, merchandise and sell aggressively, never fearing to stress quality and value as well as price. Merely to offer materials passively to the trade or public will no longer produce satisfactory results. But aggressive merchandising to serve new and expanding customer needs, such as in the home ceiling and sound conditioning market, should pay off handsomely over the months ahead.

These, then, are ten steps to profitable growth this year. No doubt you are already taking many of these and can think of several others. But none of these is beyond the ability and reach of everyone here today. Moreover, under current and foreseeable market conditions, all are highly essential.

In summary . . . the year ahead will provide a major test for the building materials business — products, practices, policies, and personnel. This is the time for each management to take a fresh look at its own organization, goals, and plans, and to revise its thinking to whatever extent seems necessary in light of changing conditions.

But this is no time to run for cover. For 1957 offers great opportunities for those who have vision, a pioneering spirit, and some real determination to succeed!

MORE LUMBER SALES

(Continued from page 57)

shops, run the paint face, the wear face, the exposed face, the pattern face, on the bark side of each piece.

Also, when machining or working lumber in your own shops, wherever possible make exterior and interior angles curved rather than square cut.

To further reduce splintering and slivering, specify "eased edges" on your S4S lumber.

To help eliminate lengthwise shrinkage, warping, and roughening of the surface and to greatly improve the painting and surface finishing properties of siding, trim, finish, flooring, and paneling, tell your sawmills and planning mills they are to furnish these products in lumber that is straight grain lengthwise. This is another important requirement for complete customer satisfaction. Also insist on lumber of uniform thickness and width—even if it is shipped rough.

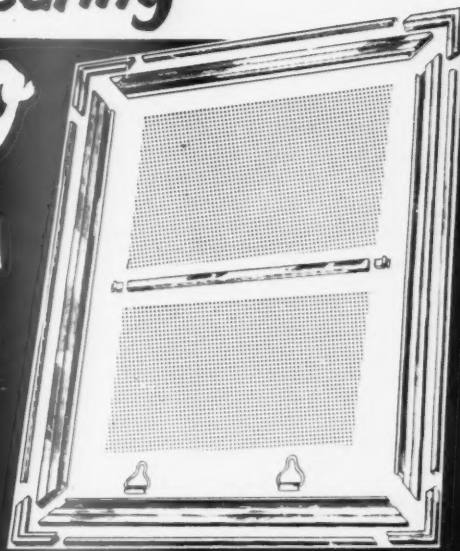
Where the matter is of importance, ask your lumber supplier for stock that is bright without sap-stain on arrival. It can be done. Remember though that sap-stain has no really bad effect on lumber except in its appearance.

When buying windows and doors, ask your supplier to furnish products treated against decay as well as against swelling and shrinking, in accordance with the specifications of the National Woodwork Manufacturers Association, or ask them for products made of naturally durable and dimensionally stable woods like California redwood, Western red cedar, or tidewater red cypress. You will thus be helping to prevent customer complaints about sticking, warping, and decaying windows and doors. You will be building good-will for you, for your builder customers, and for wood. Sell these trouble-free units to your trade.

After I made this talk to another convention, a retailer told me a wholesaler warned him that if he offered the wholesaler an order written as I have recommended, then the wholesaler would refuse to take the order. I can only say it is an attitude like this that helps substitute materials to get ahead of us. I say the retailer should keep trying to place his business as I have outlined. He may not be successful at first and may have to compromise; but if he keeps on

build sales and satisfy your customers by fabricating

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Weatherstrip Division
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trying, he will be doing his part to make lumber do a better job in house building — and thus do his part in the fight against substitute materials.

Be practical and use common sense, but keep trying to buy and sell good lumber and lumber products. Put right on your orders the stipulations I have outlined. It will help you in the end. For the record, I can say there are retailers who buy that way and manufacturers who sell that way.

After making sure your sawmills and lumber product factories are furnishing you goods that will help you create repeat sales, then learn other ways you can make money by helping your customers.

For instance, you will be helping the builder a great deal if you sell him aluminum or hot-dipped galvanized nails for siding or other exterior woodwork — especially if the siding and woodwork are redwood or cedar, and even if the nails are to be set and puttied.

And then insist that he compel his carpenters to put one nail only in each piece of vertical-grain bevel siding at each crossing. This means to put the nail in the thick-butt edge of the siding in a position so that the nail just misses the thin edge of the piece of siding underneath. It does no harm even if the nail nicks a piece off the thin edge underneath.

Otherwise, if he places the nail so it firmly goes through the piece below, he is nailing each piece of siding on each edge. This ties down the siding so it can not move if it wants to swell or shrink. This wrong nailing is what causes a lot of bevel siding to split after in use a while. As a matter of fact, all types of siding, such as board and battens or vertical boards, should be nailed so that each piece is given as much freedom as possible to move in response to moisture changes.

If your builders use wood sheathing, maybe you can save them money by selling them S2S boards instead of shiplap, tongue and groove, or S4S. They lose practically nothing in strength, stiffness, or insulation by using S2S.

Also, on walls with doors and windows, horizontal wood sheathing — with let-in 1 x 4 braces and wood siding — is the strongest and stiffest of all the nailed-on sheathings. No substitute fiber-board sheathing produces a wall as strong or as stiff. Also, there is no need to use diagonal wood

sheathing on walls with windows and doors. (Read our article about "Wood Sheathing vs. Substitute Sheathing.")

Learn the names of good vapor barriers which should always go on the warm side of exterior walls and good sheathing papers which go directly underneath the siding. There is a big difference between vapor barriers on one hand and sheathing papers on the other hand. One will not do the job of the other. Sell your builder-customer the right products for the purpose for which he needs it. If he uses a wrong product, he is in trouble. Get grade-marked vapor barriers and sheathing papers as recommended in our article entitled "Who Knows a Good Vapor Barrier?"

Failure to put vapor barriers in houses in this area is one of the main causes of paint blistering and peeling. (Read our article on "Prevent Paint Blisters and Stains on House Siding.")

And remember, it is a good rule that any place where it is cold enough to require insulation in the walls or ceiling of a house, it is almost necessary to put a vapor barrier on the warm side of the wall or ceiling. Sell your customers on this idea — it means more money for you and fewer headaches for them. It prevents condensation trouble.

And those of you who sell to builders who put up houses with crawl spaces, should learn that the best protection against dampness, condensation, and decay in the crawl space is a good vapor-barrier paper laid on the ground — something like a 55 pound to the 100

LUMBER AND MILLWORK



"Who ordered this bathroom door, McLaughlin. Now, who ordered it?"

square feet of asphalt-impregnated roofing, glossy-coated on the two surfaces. Sell your builders this paper. It's practically a "must" in this area. Again, more money for you — less trouble for your customers.

Also, the practical economical protection against termites is a good metal termite shield. Get the booklet, "Exposing the Termite," from the National Lumber Manufacturers Association and then put yourself in position to sell termite shields. Redwood or treated sills do not protect anything other than the sills themselves against termites.

Although it has not yet been proven conclusively, it is the thinking of some government experts and others that the use of a ground vapor barrier makes the earth under the paper so waterlogged that termites can not or will not stay there. If this is definitely proven, it means we have a new, revolutionary economical protection against termites which can be marketed through you retail lumber dealers. It also means there would be less need for termite shields and no need for soil poisoning.

Such a soil cover under porches, stoops, and breezeways would give this same protection against decay and termites. Sell your customers this protection and thus help them — and yourself.

When you sell a builder lumber that will be placed in the ground, on the ground, on concrete in contact with the ground, or any place where it will get damp or wet, protect his interest by selling preservative-treated wood or by selling the heartwood of redwood, cedar, or tidewater red cypress. Otherwise, he is headed for decay trouble.

And know that painting wood does not protect it against decay. You can paint a non-durable piece of wood on all four sides and on both ends, and put it into the ground as a fence post or put it any place where it will get damp or wet, and it will decay almost as quickly as if it were not painted. Also do not paint green lumber. It can cause decay to occur.

Remember, though, that there is not such a thing as "dry rot." The lumber may be dry and rotten when we see it. But when the decay occurred you can be sure the moisture content of the wood was above 20 per cent. No wood, not even the sapwood of any wood,

will decay if used where it will remain dry with 20 per cent moisture content or less.

When buying lumber, use association grade names and association delivered sizes, and sell your lumber on this basis. Doing this gives both you and your customer legal protection.

Give your customers sound advice on natural finishes for house siding, such as the following:

First, get from an unbiased authority a list of natural finishes that have been tested and found satisfactory. I know of only four such authorities that are unbiased

and informed. They are Forest Products Laboratory of the U. S. Department of Agriculture, the Small Homes Council of the University of Illinois, the California Redwood Association, and the Pacific Lumber Company. The first two are not permitted to give you trade names, so you have only two places to go for this information: the California Redwood Association and the Pacific Lumber Company. (We have a vital interest in the use of good natural finishes because our company is a large manufacturer of wood siding.)

Out of the hundreds of finishes

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tested, some of which are made by the nation's largest and most reputable paint manufacturers, only about 25 have stood up fairly well. The wide use of some of the hundreds of finishes not on these lists accounts for the many natural finish failures observed throughout the nation.

Get free samples from the makers of the tested finishes you think you will like. Put them on a small piece of siding to see if you do like their appearance. Then, buy the finish you like the best and use it as directed by the California Redwood Association and the manufacturer. As time goes by, look at the finished wall once in a while, and refinish it when you think it needs to be done.

If these simple instructions are followed, there will be a tremendous reduction in the number of premature finish failures. After you have given the customer good advice on natural finishes, then sell him the right finish for the job. I know a retailer who says he now makes as much money off his finish business as he does off his lumber. (Get from us a free copy of the article, "Natural Finishes for House Siding.")

Generally, with the exception of the bleaches, any natural finish that is satisfactory for outdoor use will be even more satisfactory from the standpoint of long life when used inside. On the other hand, varnishes and sealers made specially for indoor use are harder and resist wear better than those made for outdoor use.

Some of the outdoor pigmented stains may rub off on the clothing when touched. So, it probably would be well to check this feature.

In addition to the exterior finishes that are suitable for interior purposes, there are a multitude of products made for interior use only. Some of these are illustrated in color in CRA's bulletin entitled "Interior Finishes — File 4B4."

I have found two coats of good liquid wax to be as good as any thing as an interior finish.

I can not resist the temptation to say something about short lumber. We always are oversold on short lumber. We have one retailer in particular who buys by the carload pieces 1" thick by 4" to 12" wide by 3' to 5' long. On each piece, he marks a retail price for the shoulder trade. We can not furnish him as much as he can sell. So do not burn your shorts — sell them.

I experimented a little at home and built some fine porch chairs out of short 1 x 4 and 1 x 6 redwood. You can use your shorts and the spare time of your employees to make a little extra money. (Get from us a copy of the article, "Selling Short Length Lumber.")

Any retailer who has a saw that can rip and cross-cut, always should have a small amount of the highest shop grade on hand. In seconds, he can saw out pieces of any short length for the shoulder trade, and sell to this trade at lower prices, and make more profit by doing it than he can by sawing up long clears.

As a key suggestion for being a more successful retailer, look into the matter of assembling and selling ready-built house panels such as the well publicized Lu-Re-Co panel. You can get full information on this type of panel by writing to the Small Homes Council, University of Illinois, Champaign, Illinois. Selling these panels instead of 2x4's, 2x6's, etc., puts you in a much better position to sell your lumber at a profit.

Finally, always try to sell the builder the complete lumber package for his house or project. Get the bill of material and quote him a lump-sum price for all the lumber required instead of quoting on individual portions of it. Include in your bid the delivery to the building site of each portion when it is needed. I know one retail lumber organization that states they refuse to bid on just a portion of the lumber schedule for a house. It is all or none with them—and they look like a pretty successful outfit to me.

Producers Council Selects New Members

Six national companies recently qualifying for membership in the Producers Council, Inc., are Day-Brite Lighting, Inc., Monsanto Chemical Co., Norton Door Closer Co., Universal Rundle Corp., Robinson Brick & Tile Co., and Ware Laboratories, Inc.

The council has announced appointment of Past-President William Gillett, Fenestra, Inc., as co-chairman of the American Institute of Architects-Producers Council Joint Committee. Functioning as a liaison body between the council and the AIA, the group will direct the modular coordination program, the building products literature competitions, and other cooperative activities.



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On this and subsequent pages of S-B-S, you are offered an excellent selection of literature on new Building Materials and Products. For free copies of this helpful literature, just fill in and return the handy postage-paid reply card below.

109-C. WOOD SHUTTERS AND DOORS. The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1054 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5935 Willis Avenue, Dallas 4, Tex.

105-C. FIBER ROOF COATING. "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

103-C. BUILDING SPECIALTIES. Joist hangers, timber rings, framing anchors, ventilators, windows, and other building specialties are shown in a catalog offered by Cleveland Steel Specialties Co., Dept. SBS, 3751 E. 91st Street, Cleveland 5, Ohio.

104-C. FIBER-GLASS PANELS. Colors and applications of Lasecote fiber-glass panels for farm uses are shown in a new folder. It includes a special color for poultry raisers. Lynch Asbestos Co., Dept. SBS, 2325 South Sanel Drive, Los Angeles, Calif.

105-C. WESTERN LUMBER SOURCES. A 44-page booklet, "Where To Buy," lists member mills, their fabricating and treating facilities, and lumber products. A 10-page booklet, "West Coast Terms No. 5," explains conditions of sale and shipping weights for Douglas fir, West Coast hemlock, Sitka spruce, and Western red cedar. West Coast Lumbermen's Assn., Dept. SBS, 1419 S. W. Morrison Street, Portland, Ore.

104-C. WINDOW SASH BALANCES. The new one-piece Spiraflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

107-C. ALUMINUM DOORS AND WINDOWS. Specifications, detail drawings, and sizes are given for aluminum windows and sliding glass doors in the four-page folder on Britt Sliding Glass Doors and "Alenco Jr. Single Hung Aluminum Windows." Albritton Engineering Corp., Dept. SBS, 2581 Wroton Road, Houston 5, Tex.

108-C. PLASTIC-FINISHED PANELS. Full-color catalog covers complete line of Maritite plastic-finished wall and ceiling panels. It shows full variety of colors and patterns—Hi-Gloss, Marble Panel, Woodpanel, Flax pattern, plank, block, and Karolock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

1-F. ALUMINUM SCREENS. Loxroom catalog shows and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easy it is to install the screens. Display screen available. Loxroom Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

101-B. BUILDING PRODUCTS. The new 66-page Nova handbook presents the full line of Nova building products and also essential data on their uses. Line includes jalousies, sidewalls, shingles, plastic doors and room dividers, and masonry products. Nova Sales Co., Dept. SBS, Trenton 3, N. J.

102-B. WOOD DOORS AND WINDOWS. A folder and catalog sheet present Rimco Styliders that permit originality in painting. A folder and brochure show Rimco-Vent operating and Rimco-View fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

103-B. WESTERN PINE SOURCES. WPA's 1957 membership directory lists 446 member mills by states and by species and products available. Four full-color folders show finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yoon Building, Portland 4, Oregon.

104-B. ASPHALT ROOFING, ASBESTOS SIDING. Folder shows use of hurricane-tested asphalt roof shingles of square-lab design, and shows "wind-proof warranty." Booklet shows installation of Ruberoid asbestos claspboard siding. Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

105-B. ALUMINUM PRODUCTS. Weather-Proof aluminum products are described in four folders: adjustable window awnings; triple-track combination double-hung windows; combination storm-scream door with self-storage compartment. Weather-Proof Co., Dept. SBS, 1497 E. 44th Street, Cleveland 2, Ohio.

106-B. FIBER PLYWOOD FACTS. Available to dealers and their employees for which home addresses are sent to Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash., is a 40-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

107-B. ALUMINUM WEATHERBOARD. A 34-page manual gives specifications and shows best methods of applying Lifeguard enameled aluminum weatherboard. Use of backerboard and accessories explained. Lifeguard Industries, Inc., Dept. SBS, 2425 Gilbert Avenue, Cincinnati 6, Ohio.

108-B. WOOD KITCHEN CABINETS. The Dixie Maid line of wood cabinets for kitchen walls, bases, and corners come in birch, white, yellow, pink, green, blue. Brochure shows and describes all. Full-color Dixie Maid kitchen jumbo postcards also available from Dixie Cabinet Co., Dept. SBS, Morristown, Tenn.

109-B. WOOD AND MASONRY TOOLS. Catalog No. 66 in 40 pages shows and specifies the complete line of Hargrave tested tools. These include clamps, chisels, punches, masonry drills, and gasket cutters. Cincinnati Tool Co., Dept. SBS, 3006 Waverly Avenue, Cincinnati 12, Ohio.

110-B. PLASTIC WATER PUTTY. Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 844-9, Des Moines, Iowa.

111-B. WOOD WINDOWS. "For Happier Living" is a 24-page, full-color booklet that shows in photos and full-color pictures how to use Curtis Silentite and Style-Trend wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

112-B. IRON RAILING AND COLUMNS. Folder explains installation of complete ornamental iron job for De-It-Yourself trade, and lists parts required and installation procedure. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

106-D. STEEL FRAME BUILDINGS. Eight-page brochure shows standard sizes, details, accessories. It also presents all-steel triangular or bowstring truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1716, Atlanta 1, Ga.

114-B. VENTILATORS. The Leslie line of ventilator specialties and gravity ventilators is covered in a catalog folder. Included are Leslie slant roof ventilators, vertical wall and triangular louvers, and wall and under-eave ventilators. Leslie Welding Co., Inc., Dept. SBS, 2343 W. Carroll Avenue, Chicago 13, Ill.

115-B. ALUMINUM WINDOWS. Colorful folders list specifications and sizes for Bellhouse aluminum awning and jalousie windows. They show installation details for use in concrete blocks, solid brick, brick veneer or frame walls. Bellhouse Windows, Dept. SBS, Okonochee and Military Trail, West Palm Beach, Fla.

116-B. SHORT-LENGTH LUMBER. Four-page folder by John Kemo lists ways lumber dealers can sell short lengths or use them to prefabricate valuable farm feeding and stock shelters. Uses illustrated include Gothic picket fences. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

117-B. MOVABLE WOOD SHUTTERS. The Sun-Air line of interior movable louvered wood shutters is presented in a 12-page booklet. It explains DIY shutter kits and choice of sugar pine or Philippine mahogany stock. Products Manufacturing Co., Dept. SBS, 1045 East 21st Street, Hialeah, Fla.

118-B. WOOD WINDOW WALLS. Complete line of Andersen wood window units for residential, institutional, and light commercial use is covered in detail catalog No. 571 and in a dealer merchandising kit. Brands and types of windows include Flexview, casement, sliding, and double-hung Pressure-Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

For more information

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21-B. BITUMINOUS SEWER PIPE. "Tips for Installing Orangeburg Pipe and Fittings" details problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how pipe is easily saved to St. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

1-A. FLUSH DOOR INSERTS. Catalog shows Dixilitic glazed inserts, Dixilouver door louvers, and Dixiplant decorative plants. These flush-door inserts all are packaged for easy stocking and selling. Georgia Art Supply Co., Dept. SBS, 230 Garnett Street S. W., Atlanta 3, Ga.

2-A. RUST-RESISTANT NAILS. Pocket-size hand-book gives specifications for rust-resistant Storm-guard nails, double-dipped in molten zinc. Shows 35 styles and sizes with chart of uses. W. H. Mase Co., Dept. SBS, 400 Church Boulevard, Pera, Ill.

1-L. WINDOW AND CASING. Consumer brochure shows and describes the Altex Carolins aluminum vertical glide window unit and the Altex Alum-A-Wood combination aluminum and wood casing for flange-type windows. Altex Engineering Co., Dept. SBS, 120 Industrial Road, Summerville, S. C.

45-B. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

101-C. PLYWOOD PRODUCTS. The Weldwood catalog (AIA File No. 10-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, N. Y. 36, N. Y.

43-D. FARM BOOK. Sixteen-page book shows uses of Celotex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling projects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

3-A. PACKAGED DOOR INSERTS. Southern Door Lite Co., Inc., Dept. SBS, 46 Westland Boulevard S. W., Atlanta 10, Ga., offers a catalog that shows its lights, louvers, and plants for flush doors. Specifications included for Royalites, Royalouvers, and Royalplants.

1-K. METAL LATH, ACCESSORIES. Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

2-K. WINDOW, DOOR PRODUCTS. Vulco aluminum screens and jalousies, Caseking screens, Superior and Ideal storm sash, Dura-Eut screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2301 Sixth Avenue South, Birmingham, Ala.

39-B. METAL MOLDINGS. A 20-page catalog shows full line of Premier aluminum and stainless steel moldings and trims. It explains uses, application, dimensions, and prices. Metal Trims, Inc., Dept. SBS, P. O. Box 1073, Youngstown, Ohio.

1-L. CEDAR-SHAKE PACKAGE. Literature describes a handy consumer package of Shakerstown Glulam shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Perma Products Co., Dept. SBS, 20110 Kinsman Road, Cleveland 23, Ohio.

33-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-Wal

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masonry wall reinforcement with cavity, bonded, cased, or stacked course masonry wall, and wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders—several in full color—show Century No. 5 roofing shingles; Apac all-purpose board; Linabestos and Sheetrock wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

5-D. PANEL WOOD WINDOWS. Brochure shows how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

1-D. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 20 Rockefeller Plaza, New York 20, N. Y.

1-G. ALUMINUM SCREEN. Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

19-B. PANEL WINDOW UNIT. The Zuber Beautiful panel window unit is described in a two-color folder. It shows how this toxic-treated, ponderosa pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

13-B. INCINERATORS. Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for fuel-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13933 Miles Avenue, Cleveland 5, Ohio.

24-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

20-B. FLYWOOD PANELING. "Harbor Flywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure which shows installations of Harborite lapped siding, grooved panels, smooth panels, and Super Hardboard select cabinet panels. Harbor Flywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

14-B. WALLBOARDS. Colorful literature presents Plastergon's complete lines of laminated fiber wallboards, Lockaire Falcotite interior, and Asphaltite sheathing insulating boards. Free samples. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

15-B. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Slaskraft Corp., Dept. SBS, Attleboro, Mass.

14-B. TENSION SCREENS. New dealer sales manual outlines 23 reasons for using Tension-tite aluminum screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

2-B. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. It shows how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2023, Kansas City 43, Mo.

101-D. WEATHERSTRIP SASH BALANCE. "Today—Quality Sells the Home Buyer" is an eight-page folder about the use of Zegers Dura-teal metal weatherstrip and sash balance in double-hung wood windows. A 12-page booklet presents advantages to homebuyers. Zegers, Inc., Dept. SBS, 5009 South Chicago Avenue, Chicago 17, Ill.

102-D. ALUMINUM SLIDING GLASS DOORS. "The Decorators Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors. Darl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.

103-D. PACKAGED CHIMNEYS. Booklet presents complete selection of simply-designed packaged chimneys. They are easily installed and require minimum warehousing. General Products Co., Inc., Dept. SBS, Fredericksburg, Va.

104-D. INSULATING ROOF DECK. A 20-page brochure, "New Dimensions in Ceiling Design," shows and describes roof deck designs, cost comparison, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Building, Minneapolis 2, Minn.

105-D. FARM STEEL PRODUCTS. "Farmers and Ranchers Handbook" in 76 pages supplies data on specifications and plans for the use of steel materials for fencing and roofing on farms. Handbook also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

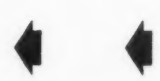
106-D. WOOD AND METAL SCREWS. Southern Screw Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws."

107-D. SLIDING DOOR HARDWARE. Sliding door hardware, folding doors, drawer slides, and hardware are illustrated and described in folder. It will help save hardware selection time. Grant Pulley and Hardware Corp., Dept. SBS, 31-33 Whitestone Parkway, Flushing, N. Y.



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101-E. METAL WEATHERSTRIPS. Southern Metal thresholds and weatherstrips are illustrated and described in catalog No. 57A. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 921 Rayner Street, Memphis 14, Tenn.

102-E. PRESSURE-TREATED LUMBER. "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

103-E. METAL FIREPLACE UNITS. An 18-page catalog shows full Vestal line of metal fireplace units, including dampers, log rests, grates, and ash dumps. Complete description and specifications accompany each illustration. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

104-E. TRANSLUCENT PANELS. The advantages, uses, and properties of shatterproof Corrugux, translucent structural panels are described in a two-color booklet. A color and square footage chart, with other specifications and recommendations, is included. Corrugux, LOP Glass Fibers, Dept. SBS, P. O. Box 29026, Houston 25, Texas.

105-E. ALUMINUM JALOUSIES. Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

NEW EXECUTIVE LINE-UP FOR DALLAS YARD



An informal conference is held among recently-promoted executives of the Wiener Lumber Company of Dallas, one of the well-established retail lumber dealers of the Southwest. From left, the four officials are Samson Wiener, Eli Wiener, Roy G. Pender, and Ed F. Phillips.

Named chairman of the board by the directors, Eli Wiener is a pioneer lumberman of the Southwest. He also is chairman of the board of the Angelina County Lumber Co. of Keltys, Tex. Samson Wiener was promoted to president and general manager of the Dallas firm.

Pender was promoted to vice-president and treasurer. Phillips is now vice-president and secretary.

Hager to Make Housewares

C. Hager & Sons Hinge Manufacturing Co. of St. Louis, Mo., has purchased the Target Products Co., West Boylston, Mass. This is 109-year-old Hager's initial move in a planned expansion into the housewares field. The company manufactures builders and contract hardware.



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PRODUCT PARADE



FOLDING CLOSET DOORS

Curtis Companies, Inc., Dept. SBS, Clinton, Iowa, has added Style-Trend, a new folding door unit, to its extensive line of flush and panel doors. It comes in two styles — a louver door with chevron-type slats and a flush door.

Available in two- and four-door sets in several sizes, the unit comes carton-packed, including all hardware. Style-Trend fills a practical need for a door providing full-width access to closets and wardrobes.

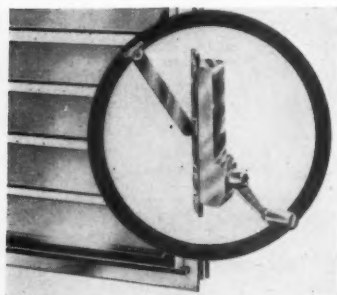
Write P231 on reply card, page 86.

JALOUSIE OPERATOR

An operator designed and engineered specifically for jalousies, utilizing the jack screw and bevel gear principle, has been announced by the Stanley Building Specialties Co., Dept. SBS, North Miami, Fla.

Stanley claims the new jalousie operator provides smooth, efficient operation, with a fraction of the effort normally applied to operators now in use. With slip-free, turn-easy action, the louvers can be adjusted quickly and simply. The louvers position at any angle without slipping.

Write P232 on reply card, page 86.



LOCK MODERNIZING KIT

Western Lock Manufacturing Co., Dept. SBS, 211 North Madison Avenue, Los Angeles 4, Calif., announces the Weslock Modernizer — a kit to convert old-style mortise lock installations to modern Weslocks. The

kit contains front and back escutcheon plates, strike and latch plate, and necessary screws.

All plates are of sufficient dimensions to cover most mortise lock cut-outs without filling, puttying, or painting. Complete instructions for simple installation are furnished.

Write P233 on reply card, page 86.

Marlite® DISTRIBUTORS IN YOUR AREA

The Long Bell Sash & Door Co.
Amarillo, Texas

Galbraith Steel & Supply Co.
Dallas, Texas

Southwestern Sash & Door Co., Inc.
El Paso, Texas

Fort Worth Sash & Door Co.
Fort Worth 4, Texas

Geo. C. Vaughan & Sons
Houston 1, Texas

Galbraith Steel & Supply Co.
Lubbock, Texas

Geo. C. Vaughan & Sons
Nederland, Texas

Galbraith Steel & Supply Co.
Pecos, Texas

Galbraith Steel & Supply Co.
San Angelo, Texas

Geo. C. Vaughan & Sons
San Antonio 7, Texas

The Long-Bell Lumber Co.
Enid, Oklahoma

Reints Sash & Door Co.
Oklahoma City, Okla.

General Sash & Door Co.
Tulsa 1, Okla.

W. P. Stark Lumber Co., Inc.
Kansas City 15, Kansas

Rock Island Wholesale Co.
Wichita, Kansas

Cape Supply Co.
Cape Girardeau, Missouri

Four States Supply Co.
Carthage, Missouri

Lumberyard Supply Co.
St. Louis 10, Missouri

Builders Material Co.
Springfield, Missouri

Fischer Lime & Cement Co.
North Little Rock, Arkansas

Lafayette Sash & Door Factory
Lafayette, Louisiana

Dealers Supply Co., Inc.
Monroe, Louisiana

New Orleans Sash & Door Co.
New Orleans, Louisiana

Woodward, Wight & Co., Ltd.
New Orleans 9, Louisiana

Victoria Sash & Door Co., Inc.
Shreveport, Louisiana

Mutual Service Company, Inc.
Louisville, Kentucky

Wholesale Building Supply, Inc.
Bristol, Tennessee-Virginia

Atlanta Oak Flooring Co.
Chattanooga, Tennessee

Fischer Lime & Cement Co.
Memphis, Tennessee

A. G. Heins Co.
Knoxville, Tennessee

Huttig Sash & Door Co.
Nashville, Tennessee

Norvell & Wallace
Nashville, Tennessee

Jackson Sash & Door Co., Inc.
Jackson, Mississippi

United Plywoods Corp.
Birmingham, Alabama

Redds, Inc.
Florence, Alabama

McPhillips Mfg. Co., Inc.
Mobile 2, Alabama

Teague Hardware Co.
Montgomery 1, Alabama

United Plywood Corp.
Montgomery, Alabama

Atlanta Oak Flooring Co.
Atlanta, Georgia

Plywood Supply Co.
Atlanta, Georgia

Zuber Lumber Co.
Atlanta, Georgia

Jordan Supply Co.
Columbus, Georgia

Savannah Planing Mill Co.
Savannah, Georgia

Atlanta Oak Flooring Co.
Jacksonville, Florida

Coronado Co.
Jacksonville 6, Florida

A. H. Ramsey & Sons, Inc.
Miami, Florida

Timber Products Co.
Orlando, Florida

A. H. Ramsey & Sons, Inc.
Palmetto, Florida

Pinellas Lumber Co.
St. Petersburg, Florida

I. W. Phillips & Co.
Tampa 1, Florida

Athens Flooring Company
Dunbar, West Virginia

Dealers Service, Inc.
Lee Hall, Virginia

Tidewater Plywood Company
Norfolk, Virginia

Sash, Door & Glass Corp.
Richmond 24, Virginia

The MacLea Lumber Co.
Baltimore 3, Maryland

The Hiser Supply Co.
Cumberland, Maryland

North State Material Co.
Asheville, North Carolina

Atlanta Oak Flooring Co.
Charlotte, North Carolina

Huttig Sash & Door Co., Inc.
Charlotte, North Carolina

Dealers Supply Co.
Durham, North Carolina

Carolina Wholesale Co.
Columbia, South Carolina

Southern Sash & Door Co.
Greenville, South Carolina



NYLON SWIMMING POOL

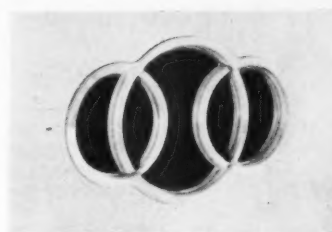
A Division of Hoosier Tarpaulin & Canvas Goods Co., Inc., Dept. SBS, 1302 West Washington Street, Indianapolis 6, Ind., Hoosier Pools has introduced a nylon in-the-ground

swimming pool. Including necessary excavation, it can be installed within three days, according to the company.

No expensive concrete walls and floors are necessary. The contractor simply excavates, lays an inexpensive cement block wall, and then spreads a smooth sand bottom. The nylon pool liner is then fitted in and filled for swimming.

The pools comes in four standard sizes: 12' x 24' and 12' x 28' with 3' to 5' depth; 16' x 32' with 3' to 7' depth; and 20' x 40' with 3' to 8' depth.

Write P234 on reply card, page 86.



TRI-CIRCLE DOOR LIGHT

This pre-assembled door light, in an interlocking-circle design, can be inserted in flush doors as a single unit. It is made by the Visador Co., Dept. SBS, Dallas, Texas. Requiring a single hole in the door, the insert may be easily installed in 15 minutes, according to the manufacturer.

A choice of six interlocking-circle designs is available. Each comes glazed and ready for installation in 1 3/4" birch, gum, or mahogany door.

Write P235 on reply card, page 86.



...because women want washable walls...



Women's Congress Homes Feature Marlite



Bathrooms and utility rooms in the new Women's Congress Homes, Munster, Indiana, are paneled in Marlite plastic-finished paneling.

Marlite bathrooms, like the above, have all the easy-housekeeping features that women ask for.

According to Ray Schaub, president of Lake Shore Builders, Marlite was selected for these women-planned homes for three reasons: 1. Marlite is a perfect dry-wall material for luxurious interiors, 2. It is easily installed without delays, and with a minimum of muss and fuss, and 3. Homes sell faster with Marlite's customer-wanted features: beauty, permanence, ease of cleaning.

For bigger building and remodeling profits, offer your customers these same features. Sell them Marlite—the profitable paneling for every interior.

Marlite
plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

STRAPPING MACHINE

The Gerrard Steel Strapping Division of the United States Steel Corp., Dept. SBS, 2915 West 47th Street, Chicago, Ill., offers an automatic round steel strapping machine with a capacity of 24 ties per minute.

Model-12 machine requires only 11 1/2 sq. ft. floor space. It ties packages from 2" high by 8" wide to 20" high by 26" wide. It is particularly useful in bundling asphalt roofing.

Write P236 on reply card, page 86.

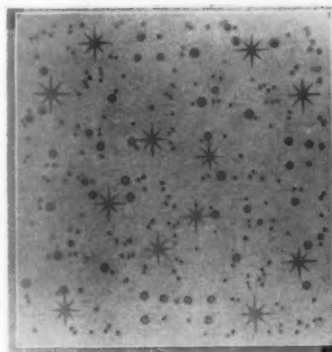
FANCY CEILING TILES

"Starlight" is a new pre-decorated ceiling tile pattern introduced by the Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

The Temlock tiles are 12" x 12" and 1/8" thick. Tongue-and-groove joints permit blind-nailing or stapling to furring strips, or cementing to an existing ceiling.

Two coats of factory-applied paint cover tile faces to provide a snow-white background for the tan-beige decorative imprints.

Write P237 on reply card, page 86.



12" PLYWOOD SIDING

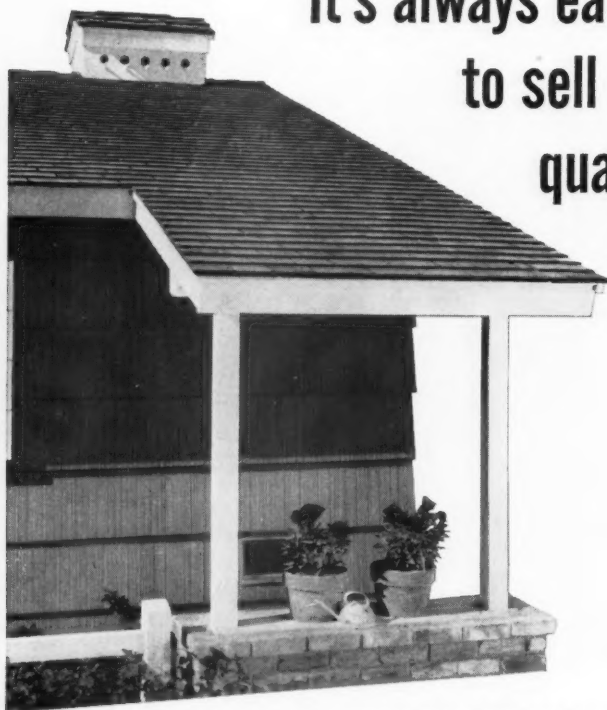
Super Siding is a wide-lapped bevel siding of lumber, fir plywood, and a resin fiber overlay. It can be applied directly over studding and, eliminating need for sheathing, is said to save up to \$125 per unit. It is manufactured by the Diamond Lumber Co., Dept. SBS, Portland, Ore.

Panels are 12" wide with a $\frac{1}{2}$ " shiplap groove. They provide $11\frac{1}{2}$ " or 96% wall coverage each, as compared with the approximately 10" or 80% with other siding materials. The manufacturer claims that Super Siding costs 40% less than other types of siding and estimates a sav-



ing of up to \$40 per thousand feet of wall coverage in the average house because of extra width.

Write P238 on reply card, page 86.



It's always easier
to sell
quality!

When you feature genuine cedar, you leave competition behind. For cedar provides your customers far more than mere shelter. Cedar means warmth and charm. It means texture and dimension. It means the difference between *pride* and *price*.

Clear from the curb, cedar shows its worth... and will for generations.

Why spend your time selling make-believe materials when Quality Street is where everyone wants to live?

RED CEDAR SHINGLE BUREAU

6510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.



MULTICOLOR PAINT

The United States Gypsum Co., Dept. SBS, 300 W. Adams Street, Chicago 6, Ill., announces a multicolored spray enamel that covers interior walls in one application and needs no primer or sealer coat. Called Neo-Fleck, it is said to produce a film as thick as two coats of conventional brush paints.

Neo-Fleck consists of a special base to which flecks are added just before use. It is odorless, fire-resistant, and normally does not crack around moldings.

Available in 16 color combinations, Neo-Fleck's package has containers separating the base from the fleck. This permits it to be stored for long periods.

Write P239 on reply card, page 86.

PRE-FAB SWIMMING POOL

An install-it-yourself, prefabricated swimming pool has been introduced by Cascade Pools Div., Dept. SBS, 811 State Highway 33, Hamilton Square, N. J. Priced at \$995, it is said by the manufacturer to compare with installed pools costing from \$3,000 to \$6,000.

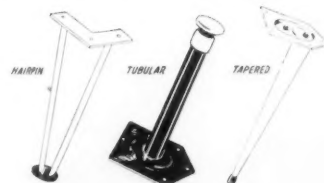
The Cascade Pool comes complete with a 50' steel tape and line to mark necessary excavation. Component parts are six pressure-treated panels, a 20-gauge vinyl plastic liner, and a sand gravel filtration and recirculation system. The finished pool is 16' x 32', graduated from 3' to 7 $\frac{1}{2}$ ' in depth. It can be installed by a family in less than two week-ends, according to the manufacturer.

Write P240 on reply card, page 86.

METAL FURNITURE LEGS

Emco Specialties, Inc., Dept. SBS, 1317-1319 Locust Street, Des Moines, Iowa, has added tubular and tapered styles to its line of wrought iron legs.

The black or brass-plated tubular leg has a self-adjusting 1" brass swivel glide and a 3 $\frac{1}{2}$ " top plate with the legs wedged in. Set at a 10-degree angle, the legs are in sizes 6", 9", 12" and 16" of $\frac{3}{4}$ " o.d. tubing, and 22" and 28" of $\frac{7}{8}$ " tubing.



The brass-plated tapered legs are made of 18-gauge seamless tubing that tapers from 1 $\frac{3}{8}$ " to $\frac{5}{8}$ ". The dual top plate takes either a straight or angled leg. It is available in 6", 12", 16", 22" or 28" sizes.

Write P241 on reply card, page 86.

to match all door hardware and requires no more installation time than do ordinary hinges, since the unit involves no arms, brackets, or housings.

The Hydro-Hinge has been tested thoroughly in residential and commercial installations to prove its ruggedness and reliability, the company claims. It is easily adjustable for positive, noiseless closing.

Write P248 on reply card, page 86.

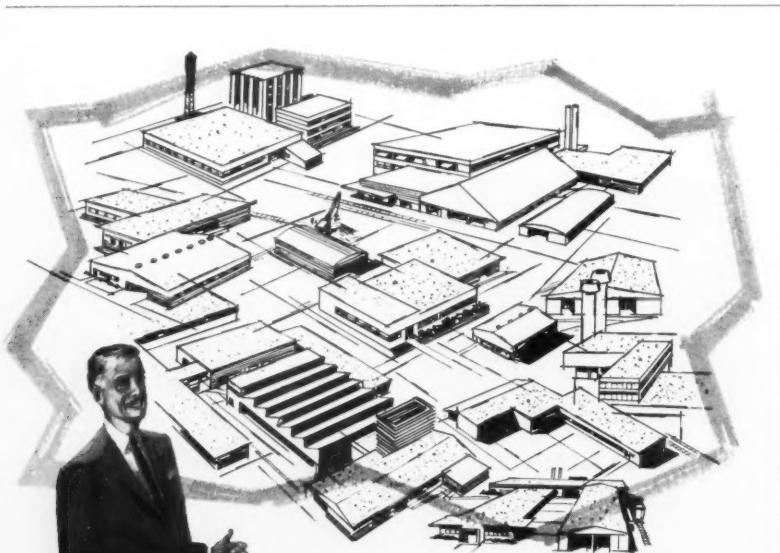
BOAT HULL PLANKING

Marine Exterior is a new premium-grade fir plywood for boat hull

planking introduced by the Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash. According to DFPA, it is an intermediate panel surpassing quality in standard exterior fir plywood grades, yet is more economical than military grade required in some government specifications.

Available in 4'-widths and standard 8'-lengths (or longer, on special order), Marine Exterior is especially recommended for hull planking and transoms on high-speed run-abouts and larger commercial and pleasure craft. It will be available with resin-fiber overlays, which provide an ideal base for durable paint cover.

Write P249 on reply card, page 86.



YOU CAN TELL A COMPANY BY THE COMPANIES IT KEEPS

Alcoa • Atlantic • Bethlehem Steel • Colorado Fuel and Iron • Granite City • Jones and Laughlin Steel • Kaiser Aluminum • Keystone Steel and Wire • Quaker State Metals • Republic Steel • Sheffield Steel • Tennessee Coal and Iron • Wheeling Steel.

You get the best from Kelley in all steel and aluminum products. But more than that, you get fast delivery, dependable service. Keep your inventory low by using the nearby Kelley warehouse. It has what your customers want. The Kelley warehouses let you keep good companies, too.



P. O. BOX 17, HOUSTON, TEXAS
SAN ANTONIO — DALLAS

POWER STUD HAMMER

Fastening wood to concrete is a swift, safe, and economical operation with the VP stud hammer introduced by the Velocity Power Tool Co., Dept. SBS, 201 North Braddock Avenue, Pittsburgh 8, Pa. It weighs approximately 6 lbs. and uses a special nail stud in 1 1/4", 1 1/2", or 2 3/4" lengths.

The VP stud hammer will attach such things as conduit and panel boxes, heating ducts, and partitions to buildings, or fasten carpets to concrete floors. With studs pushed, rather than shot into work surfaces, ricocheting hazard is eliminated, the manufacturer claims.

Highly portable, the hammer unit comes with carrying case, containing three spall shields, a round and flat disc for open work, a narrow shield for corners, and one for use on 2-by-4's.

Write P250 on reply card, page 86.



METAL ROOFING NAILS

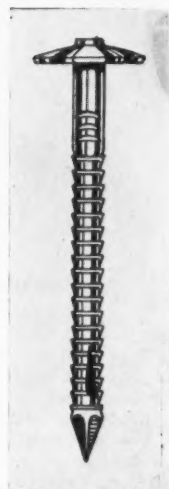
A metal roofing nail that won't rust, stain, or streak has been developed for use on corrugated or V-crimp steel and aluminum roofing by the W. H. Maze Co., Dept. SBS, Peru, Ill.

The Storm-guard Umbrella Head Anchor-Shank nail is zinc-treated to set up a bonding action between core and zinc. Its thin, concave head, when driven home, assumes the shape of the roofing, thus capping and plugging the nail hole, according to the manufacturer.

Ring threads on the shank provide unusual holding power.

Maze offers a full line of nails engineered for building.

Write P251 on reply card, page 86.



PRODUCT BRIEFS

HAND RAIL BRACKETS. A new Ariston hand-rail bracket is adjustable for various alignments on wall surfaces of plaster, concrete, or wood, and it takes any metal or wood handrail, according to Michel and Pfeffer Iron Works, Inc., Dept. SBS, 212 Shaw Road, South San Francisco, Calif. The bracket conceals the anchorage. It is finished in natural or alumilited aluminum or bronze — satin or polished.

Write P252 on reply card, page 86.

SHOWER SOAPER. The Luxry Laver is a shower attachment that injects liquid soap or bath oil into the water stream and thereby eliminates soap groping and skidding. The appliance is installed directly to the overhead water pipe. Soap can be cut off for final rinsing. Luxry Products Co., Dept. SBS, 6253 Hollywood Boulevard, Hollywood 28, Calif.

Write P253 on reply card, page 86.

NEW FLOORING COLORS. By mottling of pastels within a basic white background, light-value colors of grenada, antiqua, and riviera white are now available in marbled

vinyl flooring produced by Good Year, Dept. SBS, 1144 E. Market Street, Akron 16, Ohio. Standard and deluxe tile and roll goods are in .080 gauge. Super-deluxe is in 3/32" and 1/8" gauge.

Write P254 on reply card, page 86.

LAVATORY FAUCET. Ideal for deck-type lavatories in trailers, ships, bar sinks, and pantries, a lavatory faucet with single-lever control of temperature and flow is offered by the Gyro Brass Mfg. Corp., Dept. SBS, 51 Urban Avenue, Westbury, L. I., N. Y. The Gyro faucet does not have washers and is said to be dripless. It is made of brass, bronze and non-corroding stainless steel with heavy mirror chrome plate.

Write P255 on reply card, page 86.

BASEBOARD WIRING SYSTEM. Baseduct is a new complete electric wiring system installed at baseboard level. It is made by the National Electric Products Corp., Dept. SBS, Gateway Center, Pittsburgh, Pa. Finished in satin gray, Baseduct is a metal panel 3" high and 3/4" wide that sits directly on the floor against

the wall. It comes in 5' lengths, with duplex receptacles spaced every 30" or 60".

Write P256 on reply card, page 86.

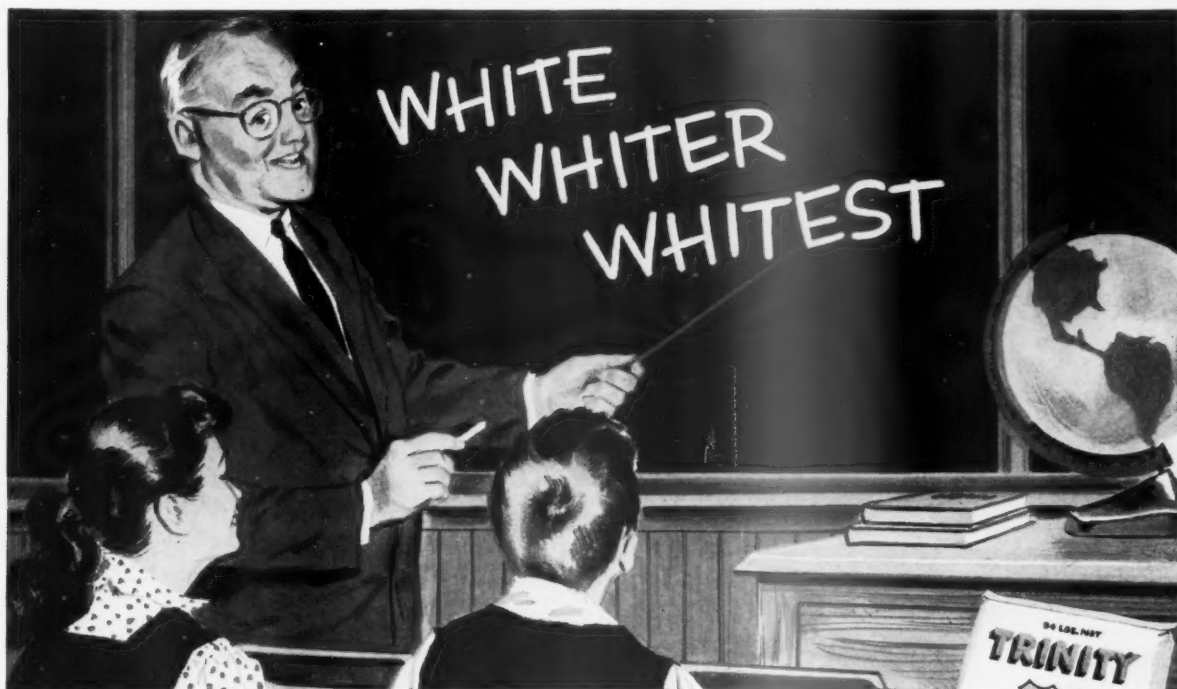
ALUMINUM FLASHING. Aluminum-Champ, a new concealed flashing, is made of high-quality, heavy-weight creped kraft paper combined with uniformly-spaced glass fibers, a high-melt-point laminate, and Alcoa foil. Properly installed, this flashing helps keep out moisture, checking, cracking, and is rodent, insect, vermin proof, according to the Stocker Mfg. Co., Dept. SBS, 103 Old Flanders Road, Netcong, N. J.

Write P257 on reply card, page 86.

STEEL TAPE RULES. A lightweight, silver dollar-size, 1/4" wide tape rule has been introduced by the Lufkin Rule Co., Dept. SBS, Saginaw, Mich. The Executive Thinline has a bright chrome finish on a contoured steel case. Tapes are available in 6' and 8' lengths.

Write P258 on reply card, page 86.

POWER PLANE. The model 150P 16" power plane is said to combine big plane performance with small plane price, delivering smooth edges on work ranging from soft pine to glue-bonded birch panels. Available with accessory 1/2, 3/4, or 1 1/4 h.p. motor, the 150P delivers the high r.p.m. necessary for a finished sur-



TRINITY WHITE

a true portland cement meeting all Federal and ASTM specifications. Sell it for architectural concrete units, terrazzo, stucco, high light reflective purposes. This whitest white gives purest colors when used with pigments.

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

As white as snow
... plain or waterproofed



face and features a 2¼" cut. Its operating speed eliminates chipping, even on laminates. Porter-Cable Machine Co., Dept. SBS, 108 Exchange Street, Syracuse 8, N. Y.

Write P259 on reply card, page 86.

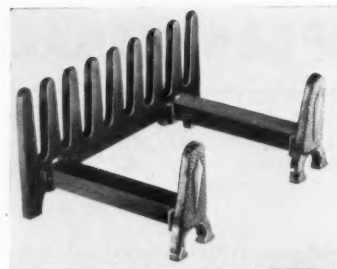
ALUMINUM TRELLIS. A rust-proof aluminum trellis to protect flowers in the summer and serve as a room divider in winter has been developed by the Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa. A 2'-wide rectangle of silver-lustered chain link, the trellis comes packaged in 10' and 25' lengths. The manufacturer claims that it can be mounted directly on a house, garage,

carport, or fence without potential stain damage.

Write P260 on reply card, page 86.

HARDBOARD SIDING PANELS. Masonite Panelgroove and Ridgegroove hardboard siding panels, with 8" or 4" or random spacing between grooves, are suitable for either interior or exterior application. With every panel identical, Panelgroove has a smooth surface with ¾"-wide grooves. Ridgegroove has the same groove pattern with a ridged surface. Weather-tight, ship-lapped joint between panels is invisible. Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill.

Write P261 on reply card, page 86.



FIREPLACE PROTECTOR. Protecto Log Rest prevents fuel from lying against rear firebox wall, provides air circulation, and reduces fire hazard and smoke nuisance by keeping burning embers off the hearth. It is made in five heavy cast-iron sections so that any damaged section may be replaced, rather than the entire assembly. A high, protective back prolongs life of the firebox. Superior Fireplace Co., Dept. SBS, 601 N. Point Road, Baltimore 6, Md.

Write P262 on reply card, page 86.

LIGHT CONTROLLER. Dim-A-Lite — a residential and commercial wall switch developed by the Minneapolis-Honeywell Regulator Co., Dept. SBS, 2954 Fourth Avenue South, Minneapolis, Minn. — gives four levels of room illumination — bright, moderate, soft, and dim. The selector switch is mounted on a transparent plastic with inserts of wall-matching decorator colors. A built-in circuit breaker provides overload protection.

Write P263 on reply card, page 86.

POWER SAW. The Wright Rebel, a metallic copper-finish version of the gasoline-powered reciprocating blade-action saw, has been introduced by the Wright Power Saw Division, Thomas Industries, Inc., Dept. SBS, 410 South Third Street, Louisville 2, Ky. The saw has a 20" blade and weighs less than 25 lbs.

Write P264 on reply card, page 86.

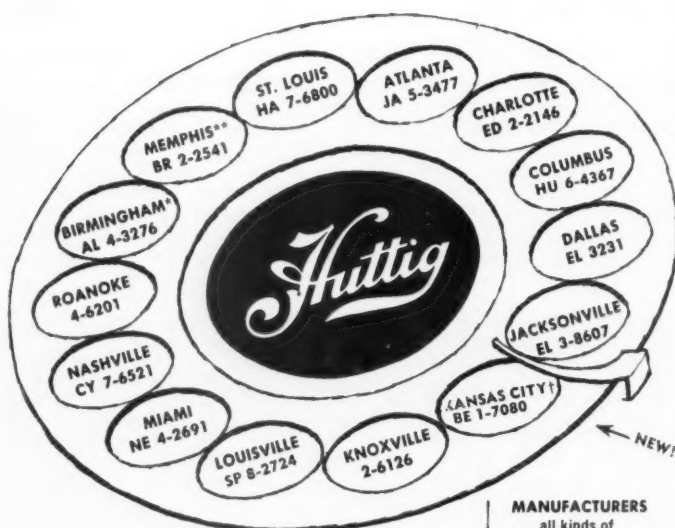
BATH DRAIN. The "All-Tub" trip-lever waste and overflow bath drain is said to adjust to any steel or cast iron tub, 14" to 16" high. The extra-duty "telescoping" tee allows tube height and horizontal tube length adjustment up to 2½" without special tools or cutting. Gerber Plumbing Fixtures Corp., Dept. SBS, 232 N. Clark, Chicago 1, Ill.

Write P265 on reply card, page 86.

GAS INCINERATOR. An automatic gas-fired incinerator, which unobtrusively burns garbage, trash, and other mixtures in the home, has been introduced by Brule Incinerators, Dept. SBS, 407 South Dearborn Street, Chicago 5, Ill. The model M-1 comes with automatic timer and pilot which keeps inner-area warm, assuring necessary updraft to dehydrate residues. This incinerator is 22" wide, 24" deep, and 41" high, with a capacity of 2¾ bushels.

Write P266 on reply card, page 86.

DIAL "Huttig 14" for SERVICE!



HUTTIG IS AS NEAR AS YOUR TELEPHONE!

Your specifications are handled quickly from our convenient assembly plants - warehouses... millwork to order or from stock... complete stocks of quality building products! Our representatives are ready to help you with your customers' problems, if you wish! Why not call your Huttig man, now?

HELPING YOU BUILD THE SOUTH



SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

MANUFACTURERS
... all kinds of
Quality Millwork,
Doors, Windows,
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ANDERSEN Windows
GENERAL flush doors
TWINDOW
THERMOPANE
BERRY steel garage door
MARLITE products
UPSON wallboards
KIMSUL insulation
INSULOK products
TEMLOK insulation
REYNOLDS windows
ARMATOL wood preserver
MIAMI bathroom cabinets
PRECISION stairways
DURALL tension screens
COFFMAN ornamental iron
WEISER lock hardware
... and many others

*Birmingham Sash & Door Co.
**Memphis Sash & Door Co.
†American Sash & Door Co.

NARROW HUB WHEELS. A replacement wheel that fits axle-length variation extremes on virtually any portable equipment has been announced by the Gleason Corp., Dept. SBS, 250 North 12th Street, Milwaukee 3, Wis. The new semi-pneumatic wheel is said to lend itself to the Do-It-Yourself market because of its easy installation and professional look it gives to home-built equipment.

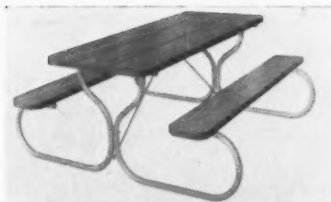
Write P267 on reply card, page 86.

WINDOW JACK. The new Nestar all-metal window jack will quickly open paint-stuck windows, eliminating nicks and jab-damage to sash with uniform pressure application from special tension-legs. These are adjustable in length from 21" to 40". A wood block may be used for larger windows. Nestar Products Co., Dept. SBS, 6509 Hough Avenue, Cleveland 3, Ohio.

Write P268 on reply card, page 86.

REMOVABLE FORK EXTENSIONS. All-steel fork extensions enable model "M" Low Lift trucks to handle over-sized pallets or long, light, bulky loads on either skid platforms or open-face pallets. The fork extensions are adaptable to any L-S pallet type truck in a wide range of sizes. Lewis-Shepard Products, Inc., Dept. SBS, 125 Walnut Street, Watertown, Mass.

Write P269 on reply card, page 86.



FOLDING PICNIC TABLES. A folding picnic table which may be easily pushed from one area to another on ski-type legs has been introduced by the Belson Manufacturing Co., Dept. SBS, East River Road, North Aurora, Ill. Table frame is of 1½" 16-gauge galvanized steel tubing. Redwood-color wood seats and table top are 70" long, pre-drilled and prefinished. The frames alone are available for the Do-It-Yourself carpenter.

Write P270 on reply card, page 86.

WOOD DIVING BOARDS. Swim-quip, Inc., Dept. SBS, 3301 Gilman Road, El Monte, Calif., has introduced an improved laminated-wood diving board of choice northern California Douglas fir. Thoroughly moisture-proofed, the model retails for about \$89 in 12' length. It comes in damage-resistant wrappings, complete with bolts, butt-plate, installation and maintenance instructions, and a one-year warranty certificate.

Write P271 on reply card, page 86.

SCREEN DOOR GRILLE. A screen door grille of extruded aluminum strips, etched and color-anodized in gold with a permanent non-oxidizing finish, is announced by National Guard Products, Inc., Dept. SBS, 540 Jackson Avenue, Memphis, Tenn. Adjustable in width from 24" to 32", the grille, No. 78G, is 60" high and fits all standard screen doors. It is impervious to all weather conditions, including salt air.

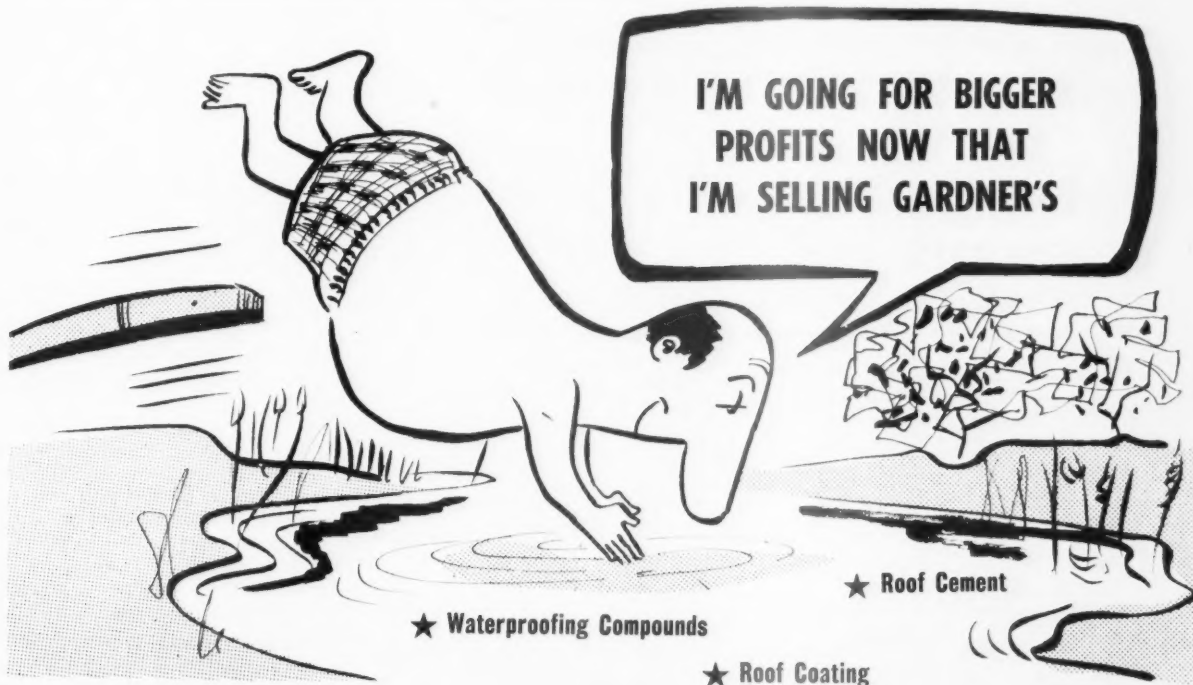
Write P272 on reply card, page 86.

NON-ELECTRIC DOOR CHIMES. Door chimes which operate manually and require no electricity or batteries are announced by the National Hardware Corp., Dept. SBS, Ozone Park 16, N. Y. A simple raising and lowering of the polished-brass door knocker sounds a resonant, double-note musical signal. Easily installed, the item is also available in push-button style or in a one-way mirror peephole model.

Write P273 on reply card, page 86.

DOOR STOP-HOLDER. Grand Specialties Co., Dept. SBS, 3101 W. Grand Avenue, Chicago 22, Ill., offers an aluminum door-stop and door-holder combination. One part is fastened to the door, the other to the baseboard. When the two parts meet, they clamp together firmly and quietly, releasing only when the door is pulled.

Write P274 on reply card, page 86.



GARDNER ASPHALT PRODUCTS CO.

POST OFFICE BOX 5776

TAMPA 5, FLORIDA

DEALER NEWS

TEXAS

STEPHENVILLE: Eli Wiener, Dallas lumberman, has been named board chairman of the Clay Building Material Co. here. Samson Wiener, also of Dallas, has been elected president. The Clay Company operates lumber yards in Ballinger, Brady, Breckenridge, Cle-

burne, Comanche, Eden, and Jacksboro.

PINEHURST: H. Spector & Sons Building Materials Yard has started construction of a new brick and tile building on highway 90 here. The 35 by 100 ft. structure will have a large parking area.

HITCHCOCK: Lawrence Henckel, of the Henckel Lumber Co. here, was

elected president of the Hitchcock Chamber of Commerce recently.

BAIRD: Charles Reeves has purchased the Bowlus Lumber Co. here from John Bowlus. Former manager of the Bowman Lumber Co. in Clyde, Reeves announced that his firm will be known as the Reeves Lumber Co.

BURNET: The Jenkins Lumber Co. has redecorated its display room and placed a large sign across the front. The building's exterior is to be repainted.

IRVING: R. & R. Lumber Co. plans to move from 1616 East Irving Boulevard to larger, more centrally located quarters here. The new location will be served by a railroad siding.

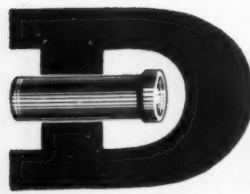
CHARTER OF INCORPORATION: The Bell Lumber Co., Austin.

Another good reason why it pays to be a **Dickey** Dealer



Behind the Dickey Pipe you sell ... over 2 million "salesmen"

Your customers...plumbing contractors, home builders, engineers, architects, and all others who buy or specify pipe for sewers and drains...are learning about the many advantages of Dickey pipe through their favorite trade papers. Over 60 magazines carry these messages into every corner of Dickey sales territory each month...more than 2 million copies a year...many of which are read by your customers. No other clay pipe is so extensively promoted to help dealers get their share of the profits.



Providing improved sanitation for better living

DICKEY sanitary
salt-glazed
clay pipe

W. S. DICKEY
CLAY MFG. CO. | Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex., Ad.

If it's made of clay it's good...if it's made by Dickey it's better

KANSAS

HUGOTON: Sale of the Sherwood Lumber Co. to Vernon I. Parsons by the O. L. Sherwood estate was completed recently. The new owner is operating the firm under the name of Parsons Lumber Co.

CONCORDIA: Over 1,100 people attended Sanborn Lumber Co.'s recent "open house" at the new company-built home in the Country Club subdivision.

HALSTEAD: Harold Harris of Burrton has purchased the Halstead Lumber Co. from the Schowalter and Eyemann interests here.

PARSONS: James T. Sias, manager of the Home Lumber Co., was recently chosen "Parsonian of the Week." His picture was displayed in the lobby of the Parsonian Hotel. Sias has lived here since 1942. . . . Robert Wood is the new manager of the Herrman Lumber Co. in Parsons. He replaces Gene Mort, who has been transferred to the Herrman company's main office in Springfield, Mo.

MOUND CITY: The Mound City Lumber and Grain Co. is razing its old office building on East Main Street to erect a new building there.

PERRY: An explosion in the store office building of the A. C. Houston Lumber Co. did an estimated \$12,000 damage recently. Manager James G. Heck said the building will be torn down and completely rebuilt.

ALABAMA

HUNTSVILLE: The Powell Lumber & Supply Co. has moved to a larger, new brick, concrete, and glass store on Meridian Street, next door to its former location. Dudley Powell is owner.

CULLMAN: Buettner Bros. Lum-

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806 Peachtree St., N.E.
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Wholesale & Retail, one of the largest in Oklahoma. Fast growing metropolitan area of over 200,000. High profit items only. Average volume past 3 years about \$350,000. Net profit about \$20,000. Modern Building, air conditioned offices. Total price \$265,000 includes \$145,000 for real estate, which owner would consider leasing. For further details contact C. E. Erb, 331-34 Oklahoma Natural Building, Oklahoma City. KNAFTON BUSINESS BROKERS, INC.

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Unusual Opportunity for commission Lumber Salesman to sell Western wood products on a split-profit basis. Gallennie Lumber. Box 1774, Shreveport, La.

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Live wires in all territories to sell a hot selling "All-aluminum" screen door complete with hardware as low as \$13.72. Representatives who mean business can clean up fast. Full co-operation and territorial protection on reorders; highest commissions. Write us about your operations.

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P. O. Box 425, Hollywood, Florida

MANUFACTURER'S AGENT WANTED

Manufacturer's agent wanted to represent very aggressive established southern manufacturer of roof cement and coatings. No. Carolina, So. Carolina, Mississippi and Louisiana open. Advise other lines carried and length of time carried. Reply Box 79, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street N. E., Atlanta 8, Georgia.

MANUFACTURER'S REPRESENTATIVE

One of the largest and oldest manufacturers of primary aluminum residential windows for new construction is seeking to add selected agents in many areas. Submit details of your activities and area covered. Box No. 82, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N. E., Atlanta 8, Georgia.

OUTSIDE SALESMAN WANTED

Retail lumber and building material dealer desires outside salesman. Age about 45 with experience in retail and building material business. Write, giving full details to Box 80, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N.E., Atlanta, Ga.

INSIDE SALESMAN WANTED

Progressive lumber and building material dealer located in one of the best Southern states desires inside salesman between the ages of 45 to 50 with experience. Write, giving full details as to experience to Box 81, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta, Ga.

ber Co. has begun construction of a modern brick warehouse, retail department, and business office. The building will have 30,000 sq. ft. of floor space.

MARION: The Centerville Lumber Co., owned by L. L. Ragland, has purchased the 240-acre Jones estate here for \$40,100. The property includes 80 acres within the city limits.

BIRMINGHAM: Four of this city's major manufacturers of concrete block have banded together in their marketing activities as Concrete Block Sales, Inc. The four concrete-block producers are represented in this sales corporation by their attorneys as follows: Superock Block, M. L. Taliaferro, president; DeMarco Block, J. R. Forman Jr., vice-president; Alabama Cement, William K. Murray, secretary; and DeCarlo, S. H. Durr, treasurer. Organized to promote greater use of concrete blocks, Concrete Block Sales, Inc., offers dealers 10% discount, and contractors are given a 2% discount, off list price.

TENNESSEE

KNOXVILLE: The AAAA Paint

and Supply Co. has remodeled and enlarged its salesrooms and warehouse here. The company held a three-day open house to celebrate the event.

CHARTER OF INCORPORATION: Acorn Lumber & Supply Co., Inc., Memphis.

VIRGINIA

DANVILLE: A modern display and showroom has been completed by the Riverside Building Supply Corp. here. This is the third major addition since the firm's organization in 1952.

MARTINSVILLE: Fire destroyed the Lester Lumber Co.'s block-square building here. Lester manufactures Lesco prefabricated houses.

ARKANSAS

BENTONVILLE: Haral Turner has returned to his former post as manager of the Dyke Lumber Co. here. He replaced Clarence Harris, who was transferred to Dyke's Fayetteville yard.

TEXARKANA: The Alamo Supply

Summer or winter
you can enjoy
THE SUCCESS OF THE
EARLY BIRD

if you sell

Jayhawker 

Screen doors and storm-screen doors — sturdily built of handsome extruded aluminum — equipped with finest quality hardware — and competitively priced. Screen doors available in Z-bar or Expander types. Storm-screen doors (Z-bar type) available with interchangeable or self-storing panels.

Sold only through established Jobbers.

Write, wire or phone 410 for name of Jobber nearest you.

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(MAIL THIS COUPON today for details of the Jayhawker Success Story.)

MODERN PRODUCTS, INC.

McPherson, Kansas

Tell us more about Jayhawker doors — and put us in touch with our nearest Jobber.

☐ We are dealers in building supplies. ☐ We are building contractors.

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NEW PROFITS*

Colonial All-Aluminum SHUTTERS

Greater profits can be yours with Colonial all-aluminum shutters. Backed by a carefully planned and organized sales program, you will not lack for a sales promotion program which will help Colonial Shutters sell! Consumers find them practical and inexpensive . . . ideal for modernizing homes.

CHECK THESE "Sell-on-Sight" FEATURES

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ECONOMICAL
NON IRRITATING
PLEASANT ODOR
HIGH FLASH POINT
LONG LEVELING (NO BRUSH MARKS)
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster
turnover and higher markup. Stock TANDROTINE — today!

and Lumber Co. recently held a successful "open house" here.

SEARCY: The B. J. Pierce Lumber Co. held an "open house" recently to celebrate the firm's 12th anniversary and the opening of its new plumbing department. Over 1,500 people attended.

BATESVILLE: The John E. Bryant Lumber Co. held a grand opening to celebrate the completion of its modern building supply showroom. The company has been operating here 11 years.

FORREST CITY: The Gates Brothers Lumber Co. has expanded its facilities here to provide additional storage space.

MISSOURI

BOONVILLE: Edward H. Bruegen has been named manager of the C. J. Harris Lumber Co. here. He has been with the company 17 years.

WARRENTON: Stanley Ferguson, formerly of Burlington Junction, has been named manager of the C. J. Harris Lumber Co. here.

CHARTER OF INCORPORATION: Bixler Lumber & Hardware Co., Inc., Lilbourn.

GEORGIA

ATLANTA: Despite the efforts of 18 fire companies, fire did over \$300,000 damage to the Carolina Lumber & Supply Co. here. President J. Ross Hanahan said the loss was covered by insurance.

KENTUCKY

HENDERSON: J. Alves Clore has purchased the interest of his partner, J. B. Thompson, in the South Side Lumber Co. here. Thompson plans to move to Pompano, Fla.

SOUTH CAROLINA

COLUMBIA: The Columbia Lumber and Mfg. Co. has added a Cash & Carry department to its operation here. The new buildings were designed to facilitate parking and loading of trucks and cars. William L. Otis is company president.

OKLAHOMA

OKLAHOMA CITY: L. F. Broderson has retired as manager of the Retail Finance and Construction

Department of the Long-Bell Division of the International Paper Co. in Oklahoma. Brodersen had been with Long-Bell 43 years.

ENID: The 1957 annual meeting of the Long-Bell Retail Division Materials Dealers was held here recently. Forty-six manufacturers' representatives, 125 retail yard managers and assistant managers, outside dealers, and hardware merchants attended the one-day Long-Bell conference.

MADILL: The Chickasaw Lumber Co. holdings in this section have been sold to Thomas Walsh of Shawnee and E. V. Lewallen of Oklahoma City. The Madill yard, two in Ardmore, and one each in Mannsville, Healdton, Duncan, and Norman were involved in the transaction.

BOSWELL: Leonard Thompson, manager of the R. M. Fry Lumber Co. outlet here was re-elected president of the Boswell Chamber of Commerce at the recent annual meeting.

PAWHUSKA: The Lefler Lumber Co. has been sold to the Benson Lumber Co. and the Woods-Miller Lumber Co. The building and facilities of the Lefler Co. will be used for the manufacture of doors and windows.

NORTH CAROLINA

DURHAM: John Coman, son of the president of the Coman Lumber Co., has opened offices here for the writing and publishing of promotional brochures for business firms. Coman recently handled a special 10-page section in a Durham newspaper on the Coman firm.

CHARTER OF INCORPORATION: Holiday Hill of North Carolina, Inc., dealers in building blocks, lumber and other materials, Greensboro.

OBITUARIES

R. D. BONHAM, 65. Senior partner of the B & B Builders Supply, Pensacola, Fla.

KARL S. BARGER, 36. Vice-president of the P. M. Barger Lumber Co., Statesville, N. C.

WALTER S. JOHNSON. Founder of Gordon Associates, agents for manufacturers of building supplies, Atlanta, Ga.

WALLACE P. MARSH, 62. One of seven brothers who founded Marsh Wall Products, Inc., vice-president and assistant treasurer of the Marsh

Lumber Co., New Philadelphia, Ohio.

RUDOLPH G. MUELLER. Chairman of the board of the Calcasieu Lumber Co., Austin, Tex.

DAVID P. STEVES, 44. President of Steves Wholesale, Inc., San Angelo, Tex.

EZ-Do All Steel PICNIC TABLE FRAMES

OUTDOOR LIVING
AT ITS BEST!



WE SUPPLY THE FRAMES
YOU SUPPLY THE LUMBER

ASSEMBLE IN MINUTES! America's finest, easiest-to-assemble picnic table is better than ever — uses less lumber — no better bracing and is easily assembled in minutes by anyone.

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PADUCAH, KY.

THIS CONCRETE WAS "FOR THE BIRDS"

BUT—IT CAN BE MADE SMOOTH QUICKLY,
EASILY AND INEXPENSIVELY with

Camp's Latex Concrete

REPAIR — TOPPING — WELDING

REVOLUTIONIZES cement and masonry repairs — ELIMINATES the CHIPPING or ROUGHENING, PRIMING and CURING that are necessary with ordinary cement patching materials.

What's more, it is applied as THIN as 1/8" or more than 1" whatever thickness needed.

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a terrific seller in the "Fix-It-Yourself" market!



SMALL KIT — 8 lbs.
(sufficient to repair 50 to
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32 lb. drum
Includes 40-lb. powder
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Sufficient to cover approx.
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BOTH KITS include powder mix, liquid rubber latex and a trowel.
See your wholesale supplier or write today for complete information.
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Lumber Company

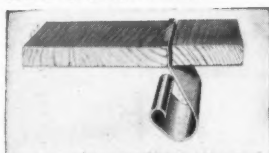


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**IDEAL "IKE" announces . . .
no more sagging shelves
and closet rods**



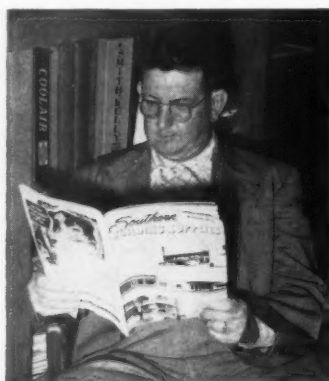
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and shelf support eliminates shelf and rod sag**

Extruded Alcoa Aluminum rod smartly
edges shelf and makes it rigid for full width
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No painting or upkeep necessary. Available
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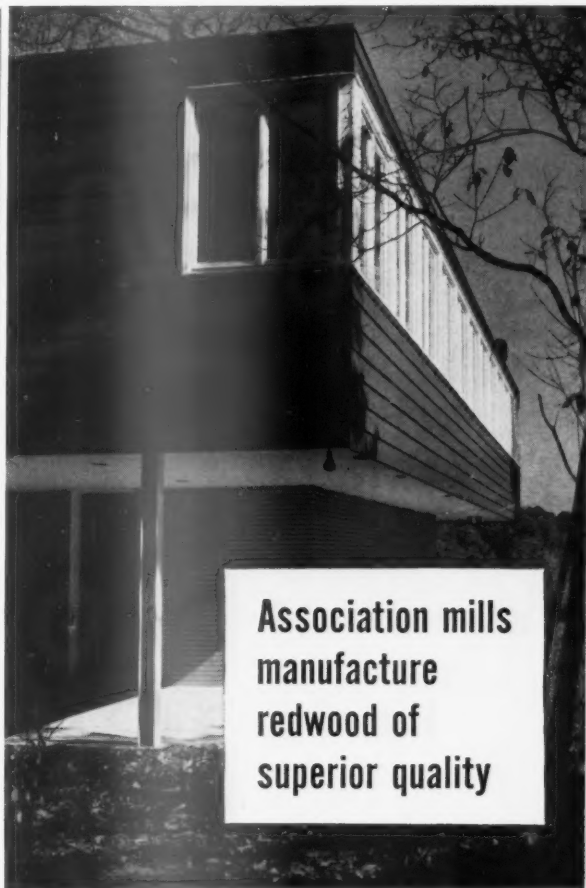
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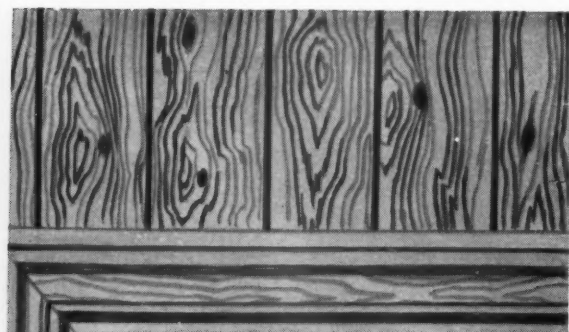
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choose*

Ponderosa Pine

one of the dependable woods from
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Ponderosa Pine is especially well suited
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It is straight-grained, carefully dried,
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are manufactured to high standards of seasoning, grading, measurement

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GUARANTEES LUMBER TOMORROW



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in the FLORIDA SUN!**

**Where Mrs. Homemaker
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Enjoy your own one, two or
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Completely furnished for vaca-
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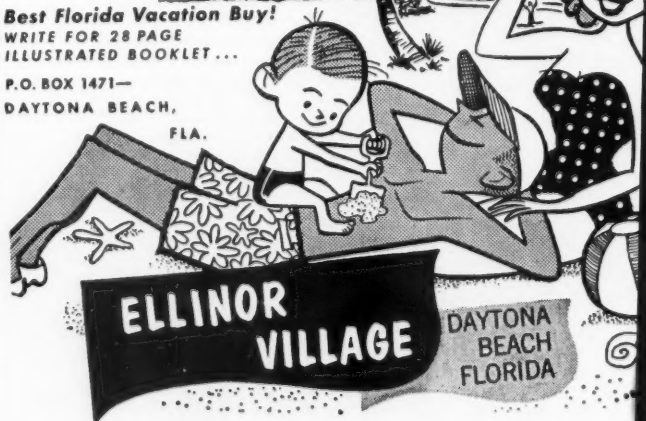
VILLAS \$59⁵⁰ per week
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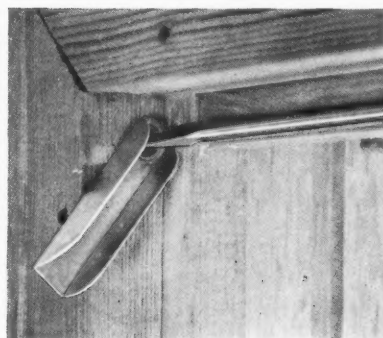


SIMPLEST, MOST EFFICIENT INSTALLATION METHOD

EVER DEvised!

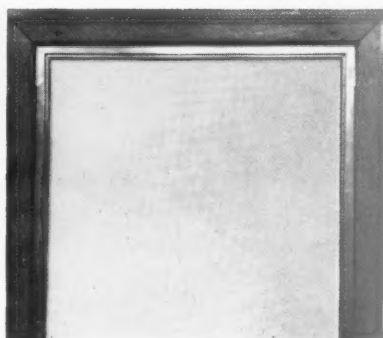
SASHCO'S Full Frame Swing-Out Screen — easiest ever to install, to put up or take down. Fits any aluminum or wood frame window.

It's something new and really convenient in window screen design. Wonderfully effective in keeping insects out! Allows easy installation, putting up, and taking down, from inside the house. Installs with only a screwdriver and four screws. Adjustable sill fits out-of-square and out-of-plumb window frames.



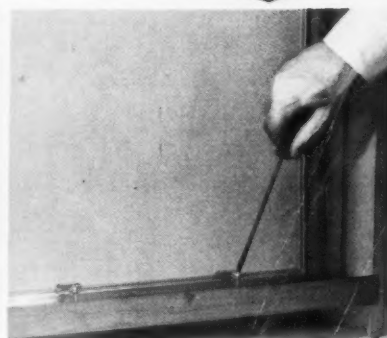
One . . .

Attach friction hinges to outside blind stop of window, where head and jamb meet. One screw for each jamb does the trick.



Two . . .

Slide screen into friction hinges. Slides easily, holds tightly. Screen fits outside, but installation is from inside.



Three, and It's Done!

Place screws for clip locks in sill, to match sturdy clips attached to screen frame. Clips are easy to latch, unlatch.

SELLS FAST, because . . .

- Two clip locks keep screen uniformly taut.
- Top friction hinges make for easy putting up and taking down.
- Adjustment at top and bottom for windows out of plumb and square.
- Outside screen, inside installation.
- Screwdriver and four screws complete installation in minutes.

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